

The REPORTER

of Direct-Mail Advertising

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APRIL 1951

DIRECT MAIL ON TRIAL . . . See pages 19 to 24



To help you understand the report starting on page 19 . . . here is a picture of the April 2nd Hearing before the New York Board of Standards and Appeals. Reading from left to right (as figures appear): Board Attorney Koepfel; Stenographer (face hidden); Witness Herbert Odza; petitioners Attorney Benjamin Werne; Judge Raymond; petitioner William Watson (rear view); Judge Lewis; Albert Gilman (United Addressers); Labor Dept. Attorney Gagnon; intervening Attorney Daniel Arvan; Labor Department Executives Wolf and Ostrow; Union Attorney Sachse.

LOUISIANA STATE UNIVERSITY

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*now 36
awards*

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d. h. ahrend co.

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visit us when you're in New York—we're three blocks east of grand central



We're not clowning...

... not in the least—when we say that Cupples “Personalized” envelopes will not only lend added distinction to your mailing but will increase your mailing returns considerably. Our Art Department will welcome the opportunity of redesigning your present envelope. Once you see the improvement you are also bound to notice the increase in your returns. When next you are in the market for envelopes why not call Cupples.

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Boston
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S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 2, New York

The Reporter of DIRECT MAIL ADVERTISING

17 East 42nd Street, New York 17, N.Y.

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HENRY HOKE, Editor and Publisher

M. L. STRUTZENBERG, Circulation Mgr.

HENRY HOKE, JR., Advertising Mgr.

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About Cover: Although the fight against restrictions of home typing is strictly a New York State affair at present, many Reporter readers in other states have expressed their concern. So we had pictures taken at April 2 hearing by special permission of Judge Lewis . . . to give all of you a better idea of what is happening. Photographer couldn't get a good shot of audience . . . but the small hearing room was jammed. Read report starting on page 19 . . . and try to keep your blood pressure from getting out of control.

THE ONLY MAGAZINE DEVOTED
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

THE REPORTER

SHORT NOTES

DEPARTMENT

◆ **FOR NEW READERS.** (And we've been getting so many of you lately.) The Reporter is sort of an informal, unconventional magazine. It is more of a business report . . . rather than a magazine. We try to condense into easy-to-read items the important news and material which cross the editor's desk each month. The Reporter has on its staff dyed-in-the-wool direct mail people who date back to old Postage and The Mailbag days (1926) and who have heard and answered practically every possible question and answer concerning the use of the mails. We won't bore you with boiler-plate fillers or useless bunk. Our problem is to condense the ideas we get from readers like you all over the world. This Short Notes Department, for example, is a gold mine if you learn how to dig. Read it with a pencil in your hand. Mark items about which you or your secretary should write for information or samples. Contact the people mentioned. You'll find all of them cooperative. And before you know it, you'll be a full-fledged member of a crusading, idea-seeking Reporter family. We hope you will become another cover-to-cover reader. If at any time, you think we are slipping . . . throw your verbal rocks. We thrive on criticisms and suggestions.

◆ **A PLASTIC COW** . . . moulded in exact replica and measuring about 2½ inches long was mailed by Grit magazine of Williamsport, Pennsylvania, in a cardboard box. A small folder enclosed featured "This is no BULL." Brief story inside puts over idea: "55% more sales in the Grit market than nearest competitor for a canned milk advertised in Grit."

◆ **MANY COMPANIES ARE HELPING** to increase the amount of mail between the home folks and the service personnel in the Far East. We reported last month about the kits being supplied by the Pabst Brewing Company. The Sheppard Envelope Company of Worcester, Massachusetts offered, in an advertisement, to send Worcester boys in the service a copy of the local newspaper with a dozen Envo-Letters (similar to V-mail but larger). The offer swamped the company's switchboard.

◆ **A CATHOLIC PRESS DIRECTORY** has been published by the Catholic Press Association, 120 Madison Avenue, New York 16, N.Y. Executive Secretary, James Kane, sent us a copy of this first official and authoritative guide to the Catholic market. Gives complete listing of 133 Catholic newspapers and 298 other periodical publications with combined circulation around 15½ million subscribers. The 104 page, 8½ by 11 Directory is priced at \$5 a copy.

◆ **DID YOU EVER HEAR** of a Limb "Thrower and Holder-Upper"? That is an item being promoted by mail by the J. B. Sebrell Corporation, 300 South Los Angeles Street, Los Angeles 13, California. It is a combination of pipes and grips to be used when sawing limbs or branches off trees. Props up the limb and throws it in the right direction after cutting. Find out all about it from J. B. Sebrell.

◆ **A DIRECT MAIL DAY** was staged by the Advertising Club of Washington, D. C. on March 27. Good idea. This reporter and Ed Mayer handled the luncheon and dinner spots respectively. Afternoon and evening panels provided questions and answers on all the various phases of direct mail. Attendance from Baltimore and Washington hit around the 300 figure.

◆ **ANOTHER NEW HOUSE MAGAZINE** has just made its appearance. Published by The Lowe Brothers Company, Ltd. with headquarters in Montreal, Canada. It is a four page, 8½ by 11. Issued to "franchise agents" and is devoted entirely to merchandising ideas . . . window displays and sales helps of all kinds. Well done.

◆ **HANDWRITTEN MEMO SLIPS** seem to be gaining popularity. We have seen numerous examples during the past few months. The Advance Seed Company of Phoenix, Arizona recently used a handwritten miniature memorandum attached to a form letter to emphasize its importance to the industry. The New



Save time and give accurate production instructions with copies on

*Cotton-fiber
Onion-Skin*

WATERMARKED
by

Fox River

*Cotton-fiber makes the finest
BUSINESS, SOCIAL, AND ADVERTISING PAPERS

When you say it on paper, everyone understands. And printed forms on cotton-fiber FOX RIVER onion skin are the *economy-way* to say the same thing to many people.

Save labor—so thin that one writing makes all the clear copies you need.

Give fast, accurate routing—the color of the paper denotes the department addressed (6 available colors).

Stay on the job—the unusual strength found only in cotton-fiber onion skin withstands hard and frequent handling.

Free samples from your printer for testing, or write us on your business stationery.

FOX RIVER PAPER CORPORATION
2027 S. Appleton St., Appleton, Wis.

OTHER ONION SKIN USES IN
YOUR BUSINESS



No. 2 of a series of people YOU have on Your Mailing List.

**THIS
IS
PYRAMID
PETE**



Reply cards really get lost in his pyramid of morning mail. But this can't happen with REPLY-O LETTER!

The (already filled-in) reply card stays in an exclusive pocket. That means it stays with the message. You get better results.

Test REPLY-O LETTER results against your best returns. For instance:

"The increase in the number of gifts is 60% . . . we feel well pleased."

American Bible Society

Send for sample letters and free copy of "IT WAS ANSWERS HE WANTED."

**USE THE
REPLY-O
LETTER**



Write to
the **REPLY-O**
PRODUCTS COMPANY

150 WEST 22nd ST., NEW YORK 11
Sales Offices
BOSTON — CHICAGO — CLEVELAND
DETROIT — TORONTO

York Times uses handwritten memos very effectively to call attention to a new survey. It is a good stunt if handled expertly.



◆ A SAVINGS AND LOAN ASSOCIATION which is doing a bang-up job of advertising is the Century Federal Savings and Loan Association, 441 Lexington Avenue, New York 17, N. Y. Get a copy of their house magazine, "Talk of the Century." March, 1951 issue celebrates a 51st Anniversary. Company is headed by Brigadier General George L. Bliss. In addition to doing a wonderful direct mail job . . . the promotion department is also outstanding for the spectacular and effective window displays which catch the eye of all passers-by along Lexington Avenue and 44th Street. Take a gander the next time you are around that way.



◆ "INSIDE ADVERTISING WEEK" was staged for the second time by the Association of Advertising Men from April 1 to 6. Outstanding college seniors in the advertising courses of forty schools visited New York and were taken behind the scenes of newspapers, magazine publishers, radio stations, direct mail producers and national advertisers. Week's activities concluded with a big banquet at the Vanderbilt Hotel. Vincent J. Assalone of American Can Company chairmanned the project for the club, which is headed this year by Henry Hoke, Jr.



◆ HOUSE MAGAZINE EDITORS seem to be doing a bang-up job of speaking up for freedom and the democratic way of life. March issue of "Quotes Ending" (published by Robert D. Breth, 1728 Cherry Street, Philadelphia 3, Pennsylvania) gives a review and listing of all the house magazines whose efforts were accorded outstanding honors recently by Freedoms Foundation. It is an imposing list. Bob Breth thinks (and we agree) the editors of industrial publications, reaching approximately 40 million readers monthly, can be a powerful influence in counteracting the undermining activities of the Communists and the crack-pots. Ask Bob for a sample copy of his March issue.



◆ PERVERTED CRACK-POTS must get some sort of a thrill from misusing business (permit) reply cards and envelopes. Many large mailers are being plagued by this practice. We recently saw a large number of cards returned to True magazine (Greenwich, Connecticut) with postmarks from all around the

country. The cards were unsigned, absolutely blank. But True had to pay two cents for each one delivered by the post office. The circulation department has also received quite a number of return envelopes. Some empty. And some enclosing anonymous crack-pot notes. The post office will crack down on the misusers if direct evidence can be found. But it is hard to get conclusive evidence unless the whole list is minutely coded. We noticed recently that Consumers' Research, Inc., Washington, New Jersey prints the following on the back flap of their business reply envelopes, "Important Notice. The use of this envelope for purposes other than the purpose for which it is sent is contrary to postal regulations and will be dealt with accordingly." Do any of our readers have any additional ideas?



◆ FUNNY COINCIDENCE happened in February Reporter. On one page we ran an item congratulating Bob Joy of Editor & Publisher for a fine idea in a subscription renewal promotion. On another page we criticized an undisclosed organization for mailing a card without any company name or address. The only clue being the name of Robert Joy. Several eagle-eyed readers caught the similarity and questioned us about it. Truth is, the two items were written in different months but one had been held as over-matter. The Reporter staff was not as observant as some of the readers. It was the same Bob Joy.



◆ A GOOD FRIEND OF DIRECT MAIL passed away on Saturday, March 10, 1951 at the too-early age of 48. William R. Pelkus was a leading member of the Hundred Million Club of New York. He was circulation director of Modern Industry magazine and treasurer and assistant to the president of its publishing company at the time of his death. Before joining Modern Industry, Bill had directed circulation for Newsweek and at one time was general manager of Parents Magazine Institute. His accomplishments in boosting circulation by direct mail were outstanding.



◆ ALARMING PAPER SHORTAGES are beginning to make many people critical of obvious paper waste. Some are too critical. One reader asked us to start a crusade to induce the Post Office Department to stop "the enormous waste of paper" caused by printing the Daily Postal Bulletin and the Quarterly Supplement to the Postal Guide on one side of the sheet only. The Reporter cannot go along with this criticism. The Post Office has a very real

and vital reason for this procedure. Approximately 350 thousand men and women handle some part of the complex postal system. These employees must be fully acquainted with all the necessary rules and regulations. These rules and notices are changing constantly . . . so the standard printed Official Postal Guide must be changed and kept up-to-date to meet conditions. The Daily Bulletins are therefore printed on one side so each item can be clipped and pasted into the Official Guide. There doesn't seem to be any other way to do it. The Post Office would like to save the paper if it could.



◆ **SOMEBODY WANTS TO KNOW** if there is any standard form (format or copy) for answering inquiries from national advertising. We never heard of any satisfactory standard system. But if anyone has any ideas . . . send them along. Seems to us each case has to be designed and handled to fit the needs of the individual advertiser and the market. We have had plenty of items about sloppy methods of answering inquiries and follow-up. These are altogether too prevalent.



◆ **PLEASE! PLEASE! PLEASE!** We urge every reader of The Reporter to get behind another crusade. There is nothing more irritating to the average business man than not being able to decipher the name of the person who has written a letter which must be answered. For instance, we sometimes receive subscriptions to the magazine where it is practically impossible to decipher the signatures (even with the help of George Dugdale's detective system). Every secretary or typist in every business office should be instructed to type the full name of the dictator at the bottom of the letter. It may be placed below the space for the signature, or better yet, be placed at the left-hand bottom corner in the position usually occupied by the now-outmoded dictator's and typist's initials. And be sure the full name is used. Don't use just initials. It is sometimes embarrassing to receive a letter with a first-name, personal salutation and then not be able to remember immediately the first name of the writer, who has signed with initials only and whose secretary has used the initial symbols. In other words, make it easy for people to answer your letter.



◆ **A "SPEED-LETTER" FORM** is being used very effectively by S. M. Friedlander of the Zenith Stamp Company, 95 Nassau Street, New York 7, N. Y. The form measures 8½ by 3½ inches. Company name, trade-mark and address (reduced from regular letterhead)

You never know what you can do with HAMILTON TEXT AND COVER PAPERS

until you try



'BALLERINA'

was sculptured in paper by Rosemary Tracey. You'll find Hamilton Text and Cover Papers versatile enough to use even for this purpose.

Developments in the art of reproduction have opened new horizons for Hamilton Text and Cover Papers, making their distinctive surfaces and textures practical for virtually any piece of direct advertising. This means new opportunities for printers, lithographers, designers, and advertisers who know the value of achieving new and striking effects for old media.

Hamilton Text and Cover

Papers, offered in seven millbrand lines, are pre-conditioned at the mill to give fast, trouble-free press runs; print beautifully by letterpress, lithography, silk screen, or gravure; and are priced to encourage wide use. Your printer knows these papers from A to Z. So specify them for the media you are now planning, and let them prove their ability to generate extraordinary results.

W. C. HAMILTON & SONS, MIQUON, PA. • Sales Office: New York • Chicago • Los Angeles

HAMILTON TEXT AND COVER PAPERS

From the list below, check the brands you'd like to see. A request on your business letterhead will bring swatchbooks by return mail, and a list of the merchants who sell these brands. Please address your letter to Dept. R-4.

- ☐ **ANDORRA** . . Felt laid finish; unique, rich colors; deckle edge.
- ☐ **GAINSBOROUGH** . . Felt finish; distinctive texture; white.
- ☐ **HAMILTON** . . Fine laid—prominent; deckle edge; white, colors.
- ☐ **KILMORY** . . Laid and wove finishes; unusual colors.
- ☐ **LOUVAIN** . . Wove, vellum finish; white.
- ☐ **VICTORIAN** . . Laid and wove finishes; pastel colors; deckle edge.
- ☐ **WEYCROFT** . . Felted finish; white and ivory.



• there's money in your mailing list!

• the rental of your list to non-competitive mailers can bring in a steady profit

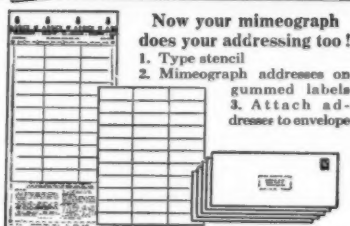
• we'd like the opportunity to prove to you that NAMES can mean MONEY

willie MADDERN, inc.

LIST BROKER
215 Fourth Ave., New York 3, N. Y.
Oregon 7-4747

Charter Member National Council
Mailing List Brokers

FOR LOW-COST ADDRESSING



Now your mimeograph does your addressing too!

1. Type stencil
2. Mimeograph addresses on gummed labels
3. Attach addresser to envelope

Save time and money by duplicating addresses on your mimeograph! It's easy and quick! Just type addresses on the new A. B. Dick Addressing Stencil Sheet; special guide marks match the perforated sections on gummed label stock. Then mimeograph as many copies as needed. Additions or changes are easy to make. File stencil and re-use many times. For use with all makes of suitable stencil duplicating products.

Mail Coupon for details!

Tell me more about low-cost addressing.

Name _____

Organization _____

Address _____

City and State _____

Mail to A. B. DICK Company, Dept. RD-451
5700 Touhy Avenue • Chicago 31, Illinois

is printed at lower, right-hand corner. This wording appears at top: "Zenith Speed-letter. (We are skipping the formalities in order to speed this information to you.") The form is used for short notes and for answering inquiries which do not need a lot of wordage or where a catalog or circular can be attached to the short form. There is one good way to save paper.



◆ **BETTER CONSULT WITH YOUR PRINTER** about "Regulation 4" issued by the National Production Authority. Regulation liberalizes to a certain extent conditions under which printers (and others) may use a Defense Order (DO-97) for producing or purchasing printed forms urgently needed for operating supplies. Regulation became effective March 15. The printer with a DO-97 order can obtain priority over non-rated orders in obtaining delivery of supplies needed to complete such jobs.



◆ **SELLING UNCLE SAM** is a job which has been tackled effectively by our old friend Chester Gile of Chester A. Gile Advertising Agency, 329 Palace Building, Minneapolis 1, Minnesota. Chester has designed a plan to place before Government agencies and prime contractors a graphic presentation of a particular manufacturer's production potential. Carefully planned and economically executed brochures, giving all essential details, are mailed to well-screened and indexed lists of officials and companies who should be most vitally interested in the specific information. We understand the plan is going over very well.



◆ **OTHER INDIVIDUAL COMPANIES** are starting Government procurement campaigns in conjunction with their advertising agencies. The West Coast Division of The Standard Products Company has retained Patch & Curtis Advertising Agency of Long Beach, California to acquaint West Coast manufacturers and Governmental agencies with the plant's facilities. Using trade papers and direct mail. You can get a copy of their explanatory brochure by writing to the company in Long Beach.



◆ **INTERESTING STORY** appeared in December, 1950 issue of Industry magazine and it was used as a reprint and enclosure in recent issue of "Mail Facts," h.m. of Boston Envelope Company, High & Maverick Streets, Dedham, Massachusetts. The Industry article told the story of an experiment in commun-

ity good will. How the Boston Envelope Company transformed an abandoned warehouse and the surrounding unsightly area into a colonial building and a beautiful park which became a credit to the entire community. Write to Samuel Gilvar for a copy of this fascinating story. Also thanks to Boston Envelope for passing along The Reporter's rules and advice for "dear-less" letters.



◆ **THE POST OFFICE** is becoming more and more active on fraud cases. If you would like to get acquainted with the scope of the Post Office's efforts to keep the mails clean . . . watch the Daily Postal Bulletin. Seems like nearly every issue contains list of persons or companies against whom unlawful or fraudulent orders have been issued. Meaning that persons so named can no longer receive any mail. The list's are slightly alarming because they indicate a widespread misuse of the mail. But it is encouraging to know the postal inspectors are on the job. The Reporter, as a service to all users of the mail, would like to print a monthly listing of all citations. But the list itself would not be valuable unless we could also print the specific reason for the issuance of the fraud order.



◆ **REPEAT WARNING!** The mails are being flooded (particularly in the New York area) with the efforts of independent classified directory publishers to bamboozle recipients into believing they are getting a legitimate bill for a tipped-on listing which has been deceptively clipped from a telephone directory. The Reporter has been investigating the many complaints received. Seems like three different organizations are working independently but all using the same style of form or approach. Authorities and the Better Business Bureau are investigating, too. So far, nothing has been done . . . as these operators seem to be working just within the hairline of the law. But it is a darn fine line.



◆ **INCIDENTALLY**, this reporter seems to be getting more press releases than ever before in history. We read them all. Many of the current crop reveal details of contracts received by the company from the Government for military equipment.



◆ **DON'T BE IMPOLITE** with your direct mail. For instance . . . here is what one company did to irritate its dealers. They obtained an attractive, two-color,

syndicated, bulletin-type letterhead sheet . . . with a cartoon drawing of an old-fashioned stove and a fellow carrying in logs to create "more heat." In the 6½ inch square white panel provided for the sales message this copy was mimeographed: "One mailing list of 296 names resulted in 110 inquiries. Please do send in good names for direct mail." Underneath the mimeographed message, someone had carelessly and sloppily banged out a poorly inked, rubber stamped "Do More Chair Co., Inc." That piece was actually mailed to important dealers around the country, many of whom knew the officers of the company intimately. Imagine such an impolite and thoughtless approach by mail when the effort is concentrated on enthusing the dealers to use more direct mail. Oh, my!

◆ A JET BLACK POST CARD was recently mailed by George C. Paro, 83 Chestnut Street, Nashua, New Hampshire. Copy was printed entirely in silver to emphasize the sales message "There is a Silver Lining—in the Dark Clouds." Post office doesn't like these dark colored cards but George Paro got around the objections by typing the names and addresses of recipients on a green sticker which was attached to card under a green one-cent stamp.

◆ ENJOYED READING the enthusiastic copy in a new house magazine called "Bent Creek Ranch News," published at Ashville, North Carolina by editors Bob and Gloria Phillips. We were intrigued by the chatty patter of this young couple, who are operating this 173-acre vacation spot on Route 191, eight miles from Ashville. But then we discovered (buried in one of the gossip columns) that Bob's dad happens to be our old friend Adrian Phillips, who for many years was sales manager of Chalfonte-Haddon Hall in Atlantic City, and who was at one time president of the Hotel Sales Managers Association. The Ranch is the pet hobby of Adrian and his son and daughter-in-law. No better management set-up could be obtained . . . so you better write and get a copy of the News.

◆ CALLING ALL MANUFACTURERS! The Reporter is attempting to make a round-up of all the gadgets, office equipment, devices and methods for cutting costs or speeding production on routine handling of mailing campaigns. Also, ideas for office arrangements or layouts to cut down labor or to increase efficiency. Send us descriptions and pictures of anything you have to offer. We also urge our readers to send us reports on any ideas you have developed for

cutting corners. Hope to have a complete round-up for you without too much delay.

◆ A NEWS CARD measuring 8½ by 3¼ inches has been revived by the Eastern Corporation in Bangor, Maine (manufacturers of Atlantic Bond). This same news card idea was used very successfully in the early 40's for transmitting to paper merchants, printers and paper users the latest, high lighted or digested information on Government rules and regulations affecting paper. The news cards will be published as frequently as developments suggest a need for them. It is a good thing to be on the list.

◆ A MIMEO-ART BOOK is being offered by the Master Products Company, 330 South Wells Street, Chicago 6, Illinois. A loose-leaf, 80-page book containing more than 800 drawings for possible use in tracing mimeograph stencils goes along with trial pieces of Master Duplicating Stencils. Write to James C. Leland for details.

◆ THIS REPORTER ENJOYED acting as one of the judges in the annual contest to determine the best printed promotional literature issued by Farmer Cooperatives. There were entries in 21 different classifications, ranging from letterheads through bulletins, house magazines, posters, booklets, package designs and what-not. This reporter handled only the handbooks and manuals, with other judges examining different classifications. If you want to get some idea of the enormous amount of printed material designed for the farmers, get a copy of the March, 1951 issue of "News for Farmer Cooperatives" from the Farm Credit Administration, United States Department of Agriculture, Washington 25, D. C. or from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price is 15¢ per copy. Story about the contest appears on pages 16 to 19. Gives list of all the winners.

◆ IS THIS A NEW RACKET? We have received two similar communications. One from an individual in Cohocton, New York and the other from Dallas, Texas. Both are typed on plain white paper and use identically the same language. Attached to each was a clipping from a local daily paper. The copy on each read: "This clipping is sent to you for your consideration. I think the information available from this item may be of interest to you and your readers. If you use any information

(Continued on page 40)



Has Anyone Ever Told You That You Could "Write Your Own Ticket?"

It's a better than fair sign of a customer's confidence when you ask for a testimonial and he replies, "Why don't you write your own ticket? If it checks with the facts I'll sign it . . . gladly!"

Well, asking for a testimonial is something nobody need ever be coy about. But writing it yourself, we thought, was too much of a good thing, although that's what was suggested by Mr. Ralph Miller, President of R. H. Miller, Inc., operators of a chain of 65 retail apparel shops . . . and one of the biggest Direct-Mail users in the field. Instead, we prevailed upon him to take time-out to dictate and sign this opinion of our service:

"By maintaining our lists in your plant, by having our stencils cut and run by you, and by having a substantial proportion of our processing and mailing done in your shop, we effect a very worthwhile saving in time and effort. What's more, we are relieved of a volume of detail that would otherwise interfere with our own job of selling at a profit. Thanks for the important part you've played in organizing and maintaining our present satisfactory set-up."

It's nice to be told to "write your own ticket" by a merchant like Ralph Miller—even though we didn't take advantage of his invitation in this instance.

And we're proud of the many, many "Millers" among our customers who would willingly extend the same invitation to us. It's conclusive evidence of the quality of the work we do for some of the country's biggest and best-known mail users. To find out what this quality can mean to you, write to us or telephone Columbus 5-3150 today!

CIRCULATION ASSOCIATES

Circulation Fulfillment • List Compilation And Maintenance • Stencil Cutting • Triple-Head Multigraphing • Offset Lithography • Letter Press Printing • Addressing • Mailing • Complete Mail Campaigns •
1745 Broadway • NEW YORK 19, N. Y.

How a Change of Clothes Turned Defeat Into Victory...



In 1465 the armies of Burgundy were clamoring at the gates of Paris. Besieged within his city, King Louis XI spent his time at astrology, refused to lead his soldiers against the foe.

According to legend, a vagabond poet, Francois Villon, bragging what he would do . . . "If I were King" . . . was seized by soldiers and brought before the monarch. Amused by the tattered figure of Villon, Louis clothed him in the robes of a king . . . ordered him to make good his boasts, or die.

Resplendent in his royal attire, Villon rallied about him the rabble of the streets . . . broke the siege and saved King Louis his crown.

Had Villon never shed his dull robe to don royal raiment he would have gained no followers. His genius for snatching victory from defeat would have gone unknown.

How many costly mailings, with the inner spark of genius, go forth to conquer . . . but unlike Villon, garbed in the drab attire of unattractive envelopes? Little wonder they seldom pass the gate, usually meet defeat unopened and unread.

If what you have to say is worth the reading, then it's worthy of an envelope to match the contents . . . an envelope which stands out, inspires confidence, gives promise of a rich reward within.

Such envelopes as these are made by Tension. Envelopes which have proved time . . . and time again . . . that through the use of color and creative thinking you can make your envelopes increase the impact and results of mailings!

RESTYLING WON A VICTORY FOR THIS ENVELOPE, TOO!



A large roofing company enclosed a return envelope for orders with their mailings. This is the way the back appeared...perfectly plain. To increase orders for nails and accessories...

The company decided to print a reminder message on the back. At the end of one year this new envelope had increased accessory orders by 12%!



for every business use

TENSION ENVELOPE CORP.

FACTORIES: Dept. H4: 522 Fifth Ave., New York 18, N.Y. • 5001 Southwest Ave., St. Louis 10, Mo. • 123-129 North Second, Minneapolis 1, Minn. • 1912 Grand Ave., Des Moines 14, Iowa • 19th & Campbell Sts., Kansas City 8, Mo.

Over 100 Representatives Selling Direct to User

THE STEPCHILD GETS A GODFATHER

by Larry Chait, *President of the New York Hundred Million Club*

As all of you know, there was a long period in American advertising history when direct mail was indeed a stepchild. The average corporate big-wig regarded direct mail expenditures as a sort of subsidiary evil to the office stamp box—and this form of promotion was charged to the mail desk rather than the advertising department.

The general impression prevailed that anyone could write a sales letter from the office boy on up. Quite frequently, as a matter of fact, those same office boys developed into top-drawer advertising men because they learned some remarkably sound sales and advertising lessons as they penned post card replies to routine inquiries and complaints.

In recent years, however, we seem to have come full circle in our thinking about direct mail . . . for we find today that the great corporations of our nation are the modern godfathers of our direct mail stepchild in that they allocate huge sums, and, frequently, their most astute personnel to selling by mail.

In the year 1950 alone American business appropriated \$918 millions to direct mail expenditures—thus direct mail advertising is today second only to newspaper space in the amounts appropriated for specific advertising media.

I should like to discuss with you ten reasons why, in my opinion, direct mail has grown to its present giant stature in American advertising—ten advantages of direct mail which you might want to use as a check-list for deciding how and when and to what extent you can employ this medium as part of your over-all advertising and public relations planning.

Direct Mail—Ten Reasons Why

1. *Selectivity*: Probably the most important single reason for the use of direct mail is that it enables an advertiser to pre-select a desired audience

based upon the most precise definition of the most receptive possible market for a given product.

In practical terms, the question of selectivity is a question of mailing lists. In recent years the demand for mailing lists of all types has become so wide-spread that there is now an organization known as the National Council of Mailing List Brokers—the members of which organization have available literally tens of thousands of lists of all types for rental or outright purchase.

Recognized list brokers today operate under a strict code of ethics for the protection of valuable mailing list properties. They can be most helpful to you in seeking out those mailing lists which will sell your specific product.

It is an amazing thing that in the field of direct mail selling competitors regularly rent and exchange their customers' lists. The assumption is that if a man has bought by mail from your competitor—then willy-nilly he becomes a prospect for something you have to sell too. Such is indeed the case as most successful mail order ad-

vertisers have long since come to know.

When Gilbert & Sullivan wrote their immortal "Your Name Is On A List," they were certainly prophetic in terms of mail order advertising today, because every type of prospect for publications, products or services is catalogued the length and breadth of the land. There is no problem so sharply refined that a list broker today cannot help you with names of people who are top prospects for what you have to sell.

2. *Attention*: A most valuable feature of direct mail is its bid for your sole attention at a given moment. It is difficult to secure precise readership studies on direct mail, but certain facts are available which refute the old wheeze about third-class mail landing in the wastebasket or being tossed out by clerks and secretaries. Recent studies show that better than 85% of American executives—whose time is presumably at the greatest premium—open their own mail and, furthermore, they open every piece of mail which comes to their desk and give it some minimum attention.

This is a most important factor in



Larry Chait

REPORTER'S NOTE: As previously reported, Larry Chait, President of the New York Hundred Million Club journeyed to Atlanta on March 17th, 1951 to represent Direct Mail at the two-day Advertising Institute sponsored by Emory University and the Atlanta Advertising Club. According to Ad Club President Dave Goldwasser . . . the talk was very well received. We are reprinting it in full for one good reason. Lots of direct mail speakers have been after us to supply copy or an outline for a basic presentation of direct mail. This is it. So put this in your idea file. It can be adapted or changed around to suit almost any situation.

Does Anybody HATE Gravy?

Not when it comes to gravy dollars anyway. More the merrier.

We think you'll agree. Will agree, too, that it's high time YOU began cashing in—by letting us pull extra profits for you out of your mailing lists.

The arrangement is simple. You register your lists with us—we rent them out to carefully selected mailers who don't compete with you. You're sure of that because you okay our selections.

We'll handle the addressing any way you like—it usually depends on how much of that gravy you actually want. For full details write or call:



SPECIAL LIST BUREAU

DIVISION of DICKIE-RAYMOND

521 Fifth Avenue, New York 17
80 Broad Street, Boston 10

WANTED

Advertising man to prepare and supervise extensive campaign for insurance company to secure leads for salesmen. Must have record of successful results in producing keyed returns. Company located in Texas, operates in 38 states, uses direct mail, newspaper and other media to secure prospects for life and hospital policies. Salary commensurate with ability and present earnings. Excellent opportunity for advancement. Send full details and interview will be arranged.

J. B. Ragland
Reserve Life Insurance Company
Dallas, Texas

FOR MORE SALES
THROUGH THE MAILS
Use SAWDON ORDER-VELOPES
and COMBINE-FORMS

These Combination Order Forms
and Return Envelopes Will
Increase Your Mail Orders

Write for Specimens Used by
Leading Mail Order Companies
THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

that you are at least assured that an extremely high portion of your potential audience will give your advertising some minimum personal attention.

3. *Timeliness*: In spite of everything that Postmaster General Donaldson and his boys have succeeded in doing to our postal system thus far, direct mail still remains a medium which lends itself most readily to close timing. In addition, as part of a close timing schedule, direct mail does achieve a high degree of speed accompanied by distribution over the widest possible area.

In direct mail you are pretty much your own boss in this respect: you have no deadlines to meet, aside from those which you, yourself, set up. If the matter is urgent—and depending upon its degree of urgency—you can turn to air mail or special delivery for maximum timing performance.

This is a most important factor in the case of certain sellers of perishables or of other items having a timely factor closely related to their over-all merchandising policy.

4. *Personalization*: The one thing that I always try to remember in writing a sales letter is that it is essentially a communication between two people—between you and me. Direct mail lends itself very readily to the accentuation of this personal aspect in advertising—you might say that direct mail is our most intimate type of advertising.

On the mechanical side, there are all sorts of techniques for the achievement of maximum personalization. You have at your command such devices as the automatic typewriter for the mass production of individualized letters; the flat-bed process in which normal printers type is printed through a silk ribbon onto your paper, with the silk ribbon on the press matching the ribbon on your typewriters; there have recently been some remarkable advances in the field of fill-ins for multigraphed letters, etc.

In other words, there are many ways in which you can make a mass-produced letter look like a personal communication—so far as the technical aspects are concerned. Most important, of course, you can write your copy so that it is highly personal in feeling.

5. *Spaciousness*: There are many businesses and many specific products which require a lot of explaining, much illustration, maximum display. Direct mail is unrivalled in providing spaciousness as an answer to this type of problem.

As the outstanding example, of course, of spaciousness in mail order

advertising, you have such catalog operations as those conducted by Sears Roebuck, Montgomery Ward and others of the same type.

Starting with such elaborate presentations, you can run the whole gamut of spaciousness offered by direct mail—limited only by the obvious economies of production and postage costs.

In many businesses success would be impossible if the advertising program had to be geared solely to an agate line rate. In such cases direct mail provides, as is obvious, a most effective answer.

6. *Flexibility*: Much research and much ingenuity is apparent in direct mail today.

Letters offer endless opportunity for showmanship, novelty and constant format change.

For instance, there is the whole field of gadget mailings. There are two or three firms in the United States now which specialize in tiny metal and plastic gadgets which may readily be attached to letters.

Of course, in your own business you might want to make up special items, send along swatches of fabrics, photographs, replicas, etc.

Then, too, you have the whole field of letterhead and envelope design, type of postal indicia, stock, shape, size, color and over-all format.

You can indulge in such novelties as printing the name of your prospect in gold letters—as I had occasion to do recently; you can send along German marks of World War vintage to illustrate inflation, as a financial publication recently did; you can get out a mailing in a miniature box as a mid-west publisher did some months back—in other words, there is a limitless field of flexibility in direct mail for the development of your ideas.

7. *Dependability*: I sometimes think that sales managers who are plagued by the idiosyncrasies of their live salesmen might do well to round out their operation with a study of the slogan of the United States Post Office Department—that slogan, as you undoubtedly remember, represents the real spirit of the United States mails in that the mail does go through regardless of any difficulties.

In other words, there is no problem here of illness or family troubles or lack of inclination—or any of the other myriad difficulties which prevail within the average sales force.

You can count on selling by mail fifty-two weeks a year. The Post Office never takes a vacation. You can count on putting your message across seven

days a week—if you want to take advantage of special delivery. You can have positive assurance that your prospect has received your sales pitch if you wish to send him a letter registered mail, return receipt requested.

In short, you can depend on the mails.

8. Identification: It is a nice thing to know who your customers are—in direct mail you can identify them for repeat business.

This factor of identification resulting in a permanent mailing list is most important in the case of an advertising effort to promote "loss leaders." In other words, you may desire from time to time to offer a special item of merchandise at cost or even below cost in order to gather up a nice healthy list of customer names or in order to identify people who show a continuing interest in a certain type of product or group of products.

Once such individuals are on your list, you can go after them again and again for your whole line. Catalog houses frequently follow such techniques—so do an increasing number of department stores.

I heard of a case recently where a prominent department store sold a very attractive item which was in short supply and much in demand at a price below manufacturing cost. It was sold by mail only to a high income portion of a local population based on better-than-average residential areas. Once the returns were in—and they were very high returns indeed—the department store's advertising department went to work to convert this desirable group of prospects into charge account customers.

This factor of identification of your market and of specific customers—and the continuance of identification in the form of your mailing list—can be a most important contributory factor to the over-all success of any business.

9. Testability: There has been much recent interest in so-called "split-run testing," particularly in the newspaper field. Such testing is obviously desirable in that it lends a more scientific basis to the ordinary "shot in the dark" approach to advertising—but direct mail for a long time has recognized the value of cross-testing procedures and I believe that split-run testing has been carried to its highest point by astute mail order men.

Direct mail testing of a legitimate cross-section of any portion of your market is quite inexpensive. You can without too much trouble provide yourself with a list of names representing a legitimate cross-section of our national



Count the Contacts

which determine your business success

In an average day, how many of your personal callers are essential to the success of your business? How many important letters do you write? You will probably find that you make more important contacts per day by letter than you do in person.

This common fact spotlights the importance of your business stationery. Your letterhead must substitute for your building, offices, salesroom. It is the *background of business impression* for your message.

To help you select or design the *best* letterhead for your business needs, Neenah has developed an original service which is free to executives. The basic principles of good letterhead design are described and illustrated in a portfolio. . . .

The Psychology of Business Impression

A Test Kit of 24 letterhead treatments is included. The letterhead preferences of business and professional men are reported and tabulated on Opinion Cards to guide all participants in the test.

To secure a copy of this portfolio and the Letterhead Test Kit, ask your printer, engraver, or paper merchant. If you prefer, write on your business stationery to Neenah Paper Company, Neenah, Wisconsin.



NEENAH BOXED TYPEWRITER PAPERS

The extra quality of Neenah fine Cotton-Fiber Boxed Typewriter papers... their clean-cut crispness, erasability, uniformity... means extra performance. Ask for descriptive folder.

NEENAH PAPER COMPANY
NEENAH, WISCONSIN

population based on location, income, characteristics of locality, sex, marital status, etc.

Based on such a scientifically chosen list of names, you can then determine the relative pulling power of various copy appeals, merchandising combinations, price offers, format, etc.

In the past, I have frequently had occasion to test as many as a dozen different headlines simultaneously in our direct mail. The results of such testing could then be applied to

our space advertising—with the assurance that our space advertising would be far more effective than it would have been had we employed a head chosen simply on the basis of opinion or whim.

This characteristic of direct mail ought to be more widely applied. There is available to you a tremendous amount of information on the split-run techniques which mail order men have developed. I am reasonably sure that many corporations in our country could

save a great deal of money by testing their approaches in the mails before they went out and bought expensive media space—and placed advertising therein which represented unvalidated opinion.

10. *Humanization*: I have saved for last a characteristic of direct mail which, it appears to me, has been too little understood—and certainly too little exploited: the ability of direct mail to humanize giant institutions.

For instance, I have often wondered what would happen if a firm like United States Steel employed direct mail more widely as part of its public relations program. I have often listened to U. S. Steel's radio commercials and practically gagged over the syrupy commercials which interfere with our enjoyment of the magnificent programs the corporation presents. Those commercials are designed to humanize a vast corporation—but do they do that?

It seems to me that it might be far better for Benjamin Fairless to write a letter to 10 million people some sunny Monday morning. He wouldn't have to talk about anything special; he might simply tell something about what U. S. Steel is currently doing—what it hopes to do—and inquire as to how his corporation might serve the individual addressed in the feature. Such a letter is a "you to me" proposition. I believe a lot of people would like to get a letter from Benjamin Fairless and that they would feel much more favorably disposed toward U. S. Steel in the future.

The same principle can be applied to smaller business institutions. After all, we all like to feel that prominent individuals take an interest in us—and there is nothing that conveys that impression better than a letter. Naturally, such a communication should *look* like a personal letter if it is to do its work best—but I do think there is a principle here which ought to be more widely understood and more widely employed for the enormous good will which might be created.

Conclusion

There are my "ten reasons why"—for the use of direct mail; ten reasons which, taken together, provide special character for direct mail as a medium. When you take these advantages and uses all together, I believe you will have dozens of ways in which you can employ direct mail successfully and profitably as an end in itself—and as part of your over-all approach to advertising and public relations.



What do you want to protect ... from what?

If it can be protected by a qualified material in papers, foils and films, converted into bags, envelopes and other suitable forms, U.S.E. is ready ... Ready with a long list of qualified materials; with wide experience in meeting the requirements of the armed forces; with facilities in research and manufacturing to help you. Ask your paper merchant about U.S.E. protective packaging.



KEL-PAK® QUALIFIED MATERIAL
An extremely versatile line of special papers, films, fabrics and foils in varied combinations, converted to meet Army and Navy specifications for packaging methods 1, 1a or 2.



SELF-SEAL® OPEN END ENVELOPES
They're time- and money-savers on mass packaging jobs. Need no moisture — seal dry by pressure only: Supplied in numerous standard or special sizes and stocks.



KRYSTAL-KLEAR® PROTECTORS
Protectors for blueprints, assembly instructions, etc. have taped edges and are made with both sides transparent or with acetate face and simulated leather back. Available in all practical sizes.



COLUMBIAN® STRING-TIE
Replaces rubber bands, large paper clips and other fasteners which may be in critical supply. Ideal for banks, insurance companies and business houses for quick, secure fastening.



COLUMBIAN® SNAP ENVELOPES
The answer to the need for a packaging envelope which must be opened and closed frequently. Made to order in a wide range of sizes, colors and stocks.



EA-2

UNITED STATES ENVELOPE COMPANY
14 Divisions Coast to Coast
SPRINGFIELD 2, MASSACHUSETTS



THIS IS A DMAA BEST OF INDUSTRY AWARD WINNER FOR 1950

DONAHUE'S MONTHLY PORTFOLIO TO DEPARTMENT STORES

by James M. Stewart, *Contributing Editor*

In a nutshell . . . the case history for the April REPORTER is about a mailer who sends out 2,600 pieces, costing \$1.70 each, ten times a year.

The winner of the 1950 DMAA Best of Industry Award—in the "Wearing Apparel Accessories" classification—was the Donahue Sales Corporation, 420 Lexington Avenue, New York.

Donahue is the sole representative of *packaged* Talon zippers, which are sold to independent stores, variety chains through their buying offices and small independent accounts through the medium of jobbers. The Talon zippers handled by Donahue are for home-sewing . . . not for the cut and sew trade. The latter are sold by Talon, Inc.

Before we look into the glossy promotion put on by Donahue . . . a few words first to indicate why this advertiser has chosen to expend almost his entire direct mail budget in this manner.

For one thing there are some 70 reasons (all competitors) why an eye-catching merchandising piece is necessary. Says Advertising and Sales Promotion Director R. H. Penndorf, ". . . ornate? Yes—but we also feel that we want to draw up the buyer short in her tracks by receiving a mailing piece that is so beautiful she can't find it in her heart to throw it away—but will read it from one end to the other."

"If you're doing a blue-ribbon job, you might as well make certain that your blue ribbons are color fast."

"Promotional Preview"

Here's what all the shouting has been about.

"Preview" is mailed monthly (except July or August . . . or December or January depending on the timing of selling information releases) to notions and merchandising personnel of all the country's department stores.

There's some duplication when mailing to the larger stores (such as Macy's and Marshall Fields) where the buyer, the assistant buyer and merchandise man are all on the list. But Mr. Penndorf claims this is kept down to 10%.

Inasmuch as "Preview's" format is seldom changed, let's look at one month's presentation in detail. The words "seldom changed" refer to basic format only. For as far as design and color treatment of pieces inside are concerned . . . one is as different as the next.

A large, 11" x 14½" folder-type bristol cover holds the month's printed promotion. The folder opens in the center on a bias with a printed "zipper" die-cut along one edge. A bright, tweedy design is printed on this covering in three colors (peanuts when you see the material inside).

When open, a pocket full of four beautifully printed pieces comes to view. All seem to be printed offset.

The first enclosure in the September 1950 "Preview" is at least a 10 or an 11 color job, titled a "Festival of Top-selling Talon Zipper Colors." The purpose of this folder is to help notions buyers in ordering and merchandising the most-in-demand zipper colors (the colors of the material on which the zipper is manufactured).

One gal on the "Preview" staff does nothing but work with the pattern and fabric people to make certain that this information is correct. This is most important since the merchandising of zippers is closely dependent on a tie-in with the fashion picture in home-sewing.

The next folder is another 4-page, 9" x 12", in four colors both sides. Very smart . . . giving a fashion forecast of stylings being featured by pattern companies and the corresponding zipper styles and lengths to be featured.

A last minute reminder of a promotion which was described in detail

in the preceding "Preview" was included in a plaid-designed cover. Titled, "Hurry, hurry, hurry, it's later than you think." Inside of folder shows double-page spread advertisement with which the retailer can tie in locally. An airmail reply card is tipped in. The card offers window suggestion sketches, full color ad easel back display, blow-up of ad, suggestions for newspaper advertisements, mats and even radio spots. Twenty-five phone calls and telegrams and twenty-eight post cards requesting the material came through.

Then another offset piece in brown, yellow and black with die-cut in cover was used to merchandise the importance of Pattern Fashion Book Advertising to store personnel.

All these folders are artfully handled and are extremely easy to understand. Comparatively little copy . . . just enough to tell the story and that's all.

Order forms are enclosed in the pocket of the portfolio for ordering zippers . . . but they are seldom used. The idea, says Donahue, is to serve as a reminder.

What is the feeling of the sales force with regard to "Preview" in the three years of its existence? Says Mr. Penndorf . . . "The salesmen? When "Preview" first came out they all complained bitterly about the money being spent for this form of advertising or selling help. Today, I imagine that 99% of our men would rather take a pay cut than have to go out selling "cold" without the support of "Preview."

Special Issues

Donahue doesn't stop with these regular monthly issues. Whenever special emphasis is needed to highlight promotional events various adaptations are used.

For instance, when the "world's thinnest zipper" was marketed a super

de luxe portfolio was prepared. Cover was gold and black. Envelope in which it was mailed was jet black with white overprinting. Six enclosures, all colorful, telling of statements of Fashion Authorities . . . offering mats, proofs of which were enclosed . . . commercials . . . display piece offers and so on.

There were others too. One flossy portfolio had die-cut petals with black lace tipped-on underneath for exotic effect. Enclosures all tied in with the lace theme.

Mr. Penndorf explains the overall purpose of "Preview":

"In the first place it is a direct-by-mail approach to the buyer who may be ducking the salesman. Second—it provides the salesman with conversational material in doing a selling job—lends authenticity to the facts and figures he may choose to employ in doing his selling job. Third—it works for the salesman when he is at the other end of his territory.

"Since much of the material in Preview is timed to promotional selling—it has to be brought to the store on a certain date. Hence—Preview not only works for, but also amplifies the work of the salesman. We feel that Preview

is the biggest single factor in our selling campaign which assures our getting to our buyers with regularity."

TWO COST-SAVING IDEAS FROM CANADA

THE REPORTER had two visitors from Montreal (Clinic Members) during past month. Both left us with valuable ideas.

Alma Robertson, Advertising Manager of Sun Life Assurance Company of Canada, Dominion Square, Montreal 2, showed us a copy of their 1950 Annual Report. Just as good-looking as many others we've praised in THE REPORTER. Two colors throughout. Well illustrated with charts and pictures. BUT . . . the size is 4½" x 7" (32 pages). In other words, instead of the usual 8½" x 11" size, Alma designed an interesting format which can be slipped into a pocket . . . and read at leisure by stockholders, policyholders, employees, etc. Good planning . . .

and it saved plenty of paper. File this idea for possible use by your company.

Second Idea: Doug Mahoney was here from Frank W. Horner Limited, 950 St. Urbain Street, Montreal 1. (Remember his fine article in January 1951 REPORTER?) Among other ideas, Doug showed us the darndest envelope planning and production job we've ever seen. Doug produces about 80 complete mailings throughout the year for various pharmaceutical products. But one product requires 18 specific mailings. The size format of all pieces is kept the same (for printing economy and other reasons). But Doug wanted to provide for a change of pace in the appearance of each mailing. So . . . he had his artist prepare six basic, two color, different designs for the envelopes which all measure 6" x 7½". Doug provided envelope manufacturer with the completed set of six two color plates. The six basic color (gray) plates were run on one form.

The second set of color plates were locked up likewise . . . but the press was stopped twice so that 3 different colors were used for each 1/3 of the run. After cutting and die stamping, the envelopes were made . . . and



Doug wound up with eighteen distinct lots of envelopes for the low price of a simple two color run plus relatively insignificant cost of two press wash-ups.

By rotating the designs and color combinations, the Horner mailings (eighteen during this year) all look different but with a family resemblance in art technique. An example of smart planning and clever buying.

Who else can give us some equally good cost saving ideas?

A SLAP AT THE CARELESS

Read this interesting letter from Toronto:

Why don't you, Henry, take up the cudgels and try to beat into the heads of Yankee direct-mail advertisers the should-be-quite-obvious fact that Canadian postal laws and rates are somewhat, if not distinctly, different from those in the United States . . .

And that it would be sensible, perhaps even intelligent, to inform themselves about Canadian regulations before sending direct-mail northward across the border?

I refer particularly to the users of penny-mailers who blandly dispatch a one-cent U. S. postal card to a Canadian brother in the inexcusable ignorance that it takes two cents to carry a U. S. postal card to a Canadian recipient.

Your Canadian recipient will get it, "alright," but with it he gets a chit from the Canadian postal authorities for the second cent—and following the chit he will receive numerous calls, duns, and other importunities from the postman on the beat and from the local post office until the extra cent is paid.

The result of all of which requires no elaboration.

There's a mission for you, Boy!

(signed) Lee Trenholm

Public Relations Manager
Provincial Paper, Limited
388 University Avenue
Toronto 2, Canada

REPORTER'S NOTE: Lee is right. During our stay in Montreal . . . we learned at first hand how the Canadians get "burned up" when receiving postage-due pieces from the States. Likewise . . . when they receive return cards or envelopes with U.S.A. permit or stamps (worthless in Canada).

One American advertiser recently took the trouble to use return cards with Canadian stamps . . . and recipients at first thought it a gag. They were so accustomed to the usual careless handling.

If you mail into Canada, be sure your postage is right . . . both going and coming back.

**Hours saved..
Dollars
"made"...**

with Remington Rand

PLASTIPLATES and PLASTIPHOTER

Here's the ideal combination for making line and half-tone offset plates, quickly and economically right in your own office!

PLASTIPLATES and the PLASTIPHOTER eliminate the delays and extra costs caused by sending out for plates. The portable PLASTIPHOTER "burns" plates quickly and on-the-spot . . . especially designed for those "rush jobs". Anyone can operate it. And the superb reproduction qualities of PLASTIPLATES mean sharper copies and longer runs with greater uniformity.

Economical to use, this offset plate-making combination saves valuable time . . . gives you better control of your work . . . and cuts cost up to one half.

To prove Plastiplates' superiority, we will gladly send you 3 free plates for trial. So make the Plastiplate "Press Test" and compare results. Simply write, use coupon, or call our nearby Business Equipment Center.



**Free . . .
Folders
describing
PLASTIPLATES
and the
PLASTIPHOTER
... yours for
the asking.**

Remington Rand

Business Machines and Supplies Division
Room 2044 315 Fourth Ave., New York 10, New York

My duplicator is a _____ Model No. _____

I use a _____ typewriter with a ☐ Fabric ☐ Carbon Paper Ribbon

Please send me ☐ 3 free Plastiplates ☐ Direct Image ☐ Photographic

☐ Plastiplate folder (DS 62) ☐ Plastiphoter folder (DS 72)

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

WASHINGTON CONFIDENTIAL

Report by H. H.

It's peculiar how George Kinter and *this reporter* get burned up about the same topics without any arranged plan. This month, he is tirading against a scurrilous new book about the advertising profession. And this same month, we wasted many valuable hours reading the much touted book by Jack Lait and Lee Mortimer, which castigates our favorite cities of Washington and Baltimore.

As I read the filth and corruption . . . I was reminded of some of the lessons I've learned about direct mail and about writing in general. Will point them out briefly . . . as they may help others.

Here are two so-called star reporters. They brag about their ability to dig up facts. But by their own admission, they "get up" at four in the afternoons. Evenings are spent casing the streets, alleys, bars and places of degradation. They pick up prostitutes . . . to dig out their sordid stories. They interview the pimps and racketeers . . . spy on the homosexuals. the thieves, dope fiends and gambling joints.

So they paint a word picture of depravity and corruption. By implication, every secretary sleeps with her boss; government girls (without qualifications) are sex starved. Some go to the extremes of hiring men to be of service. Business visitors to Washington get drunk, have wild orgies with naked girls. Congressmen are rotten. Everybody is on the make. It's a cesspool of iniquity. Crime, graft and perversion are everywhere. Of all the unadulterated bunk . . . this is the worst yet.

Part of the preface really gives you the low-down on the underlying thoughts of the writers. They say:

"We will not even attempt to be comprehensive. We have no hope or aim to make Washington a better place to live in. We don't give a damn what kind of a place it is to live in, except that the kind of place we found furnished us with that sole commodity in which we deal—copy. Everything interested us, but we will limit this to what we think will interest you. This is no guide-book. This is no preaching and no appeal, not even a lesson. As we said in the introduction to *Chicago Confidential*, 'We have nothing to sell except books.' And we sold plenty of them and are still selling them.

This will be the stripped-down story of a queen who turned into a street-walker."

But perhaps there is a moral to be learned by advertising writers. Sup-

pose two other reporters went to Washington. They get up early and visit the many fine people who are conscientiously trying to do a job. Suppose they watch objectively the operations of business and Government. Suppose they co-mingle with honest Government people who take work home to labor over into the small hours of the night.

Suppose, instead of hanging around prostitutes, these reporters mix with serious business men who don't stage wild parties with naked girls. Suppose they visit among the thousands of comfortable suburban homes . . . being kind and interested in the gardens, hobbies, hopes and lives of nice people. The average or majority of the people.

Those two reporters could write an entirely different book . . . about the beauty, the struggle, the funniness and the kindness of Washington. Sure . . . there are dark spots, just like any city. But you can't write a true word picture of a city by talking to pimps, prostitutes, thieves, dope fiends and homosexuals.

So *Washington Confidential* is an inaccurate, biased, prejudiced, slanted report. Some things in it are perhaps true—but the true (or vital) things are discounted by the avalanche of slime. Congress, Government, business, girls, men and life itself aren't all bad because of a few spoiled apples.

I recommend again a reading of Hayakawa's book called *Language in Thought and Action* published by Harcourt, Brace and Company. Particularly that section on the difficulty of writing accurate reports. He gives a good example of how two people can write on the same subject, but with entirely opposite word pictures.

For example:

For

He had white teeth.

His eyes were blue, his hair blond and abundant.

He had on a clean blue shirt.

He often helped his wife with the dishes.

His nator spoke very highly of him.

Against

His teeth were uneven.

He rarely looked people straight in the eye.

His shirt was frayed at the cuffs.

He rarely got through drying dishes without breaking a few.

His grocer said he was always slow about paying his bills.

See how easy it is . . . to be kind, or to be nasty.

Lait and Mortimer have elected to be nasty for the purpose of selling books. The Washington they picture is not the Washington I know . . .

and have known intimately for just about twenty years.

After I had finished the last chapter of *Washington Confidential*, I needed some fresh air . . . so dug up a beautiful piece of writing we printed in *THE REPORTER* back in November 1939. It was written originally by a man named Holger Lundberg . . . we don't know where or when. But, it's worth reading again and again.

Word Business

I'M *GRATEFUL* for the little I know of this word business, It's the only game really worth a damn.

To take the same letters I use when I say "Give me a package of *LUCKY STRIKES*," "What time does the Congressional Limited leave for Wilmington, Del.?" "Scallops and bacon for me and filet of sole for the young lady."

—these same letters, shaken about, changed around, put into long and short words, meaning twilight drowsiness, and your hair webbed against the fire light, Autumn leaves crackling on a white, hushed road, sad children playing.

Words telling the fullness of my heart, the hungry emptiness of it.

Words dancing on the slanting bars of sun in the Spring; words brushing your lips and the black feathers of your eyelashes.

Words with the sea in them, salt and sails and shells.

Words baying at the moon in agony, smiling with the first sweet peas, riding on the flurry of January's snow.

Maybe there's still too much "I want you to meet Mr. Stevenson," "Let me call a taxi," "Bet you ten dollars" for me to unlearn.

Maybe I haven't stirred the letters enough, nor put them together well enough again. *MAYBE*.

All the same, I say it's the only game worthwhile, this word business.

For sometimes I can shape clouds and roses and larks' wings, shy daring dreams of youth, longing and wondering and ache, out of turnstiles and Frankfurters and overshoes, and asphalt and garbage, Blue Plate dinners and suspenders.

I can make leaves nod and have you walk, white and erect and beautiful, along a foam-crowned ocean, tempt your smile and your sad young voice, and quick slim hands from stuff like that.

Shouldn't I be grateful for what I know of this jig-saw puzzle, this grand game of words?

DIRECT MAIL ON TRIAL

A Report By Henry Hoke



Arvan and Gagnon cross-examine direct mail witnesses. Read this report for the complete story of the battle against restrictions.

During my thirty-one years of work in the direct mail advertising field . . . trying my best, along with many others, to improve the medium . . . I have never before been involved in such a vicious, complex and ridiculous situation as exists today. Even though some of the previous messes involved foreign spies misusing our mails, and fights against mailing frauds and rackets. In other words . . . I've been up against some tough spots in my time. This is worse!

In the August 1950 issue of *THE REPORTER* . . . I gave the first published account of the Order #5 issued by the Industrial Commissioner of the State of New York . . . regulating homework typing for direct mail work. I analyzed some of the motives behind it and the disastrous effects it would have. I gave as much of the story as I knew then, putting most of the blame for promoting the idea on the Communist-dominated Union in the lettershop field.

That article caused a storm. Hundreds of people wrote, offering to help in fighting against the Order . . . but, on the other hand, I was attacked by other segments of the industry for not "minding my own business." I was high-pressured to keep quiet. I was threatened with loss of advertising if I persisted.

By registered mail (return receipt requested), I received the following letter on the stationery of the "Direct Mail Master Contract Association, Inc." of 36 West 44 Street, New York City. It was dated August 15, 1950.

"Dear Mr. Hoke:

"Your article appearing on pages 12-15 in the August, 1950 issue of 'The Reporter of Direct Mail Advertising' has been brought to the official attention of this Association.

"The Employer members of this Association employ approximately some 3,000 employees, at least half of whom are 'lettershop' employees. We are directly concerned with

the contents of the above article, both in respect to the comments on the New York State Industrial Homework Order and the comments made concerning the Employer members of this Association.

"On behalf of this Association an official request is hereby made for space in the very next issue of the above publication for the purpose of replying to the above article, such space not to exceed the space given to the comments in the above article. We would appreciate a reply by return mail.

"In view of the statement in 'The Reporter of Direct Mail Advertising' that it is the official publication of the Direct Mail Advertising Association, we are also making this request of said Association, a sample copy of the letter sent to each member of the Board of Directors of the Direct Mail Advertising Association being enclosed herewith."

Very truly yours,
DIRECT MAIL MASTER CONTRACT
ASSOCIATION, INC.

(Signed) BY Daniel Arvan

Counsel

I will not bore you with my three-page answer which was mimeographed and sent to all members of the DMAA Board and to all members of the Master Contract Association . . . most of whom had been close friends of mine through the years. I could have answered Mr. Arvan in three short, one-syllable, direction-instructing words . . . but I carefully explained my position as an unbossed editor and refused to be bullied, intimidated or forced into granting editorial space for an obviously unethical and detrimental cause. But I offered to study any objections submitted. None were.

Because of the threats and the pressure . . . I made a more intensive investigation behind the scenes. The more digging . . . the worse the smell. I have reams of typewritten transcripts to prove the viciousness of the ulterior motives.

In the November 1950 *REPORTER*, I gave a follow-up report . . . tracing

some of the almost unbelievable, Alice-in-Wonderland complications. I urged the people in the direct mail production industry to get mad . . . to file appeals, hire a lawyer and make a fight.

Some did. About fourteen separate petitions were filed with the New York Board of Standards and Appeals. Most of those appeals were filed by individual companies, but on two petitions various companies joined together. On one, about sixteen list compilers, brokers and homework employers protested against the Order. On another, thirty-three New York City lettershops signed a petition to have the Order thrown out.

As reported in our March issue . . . the hearings have started with a well-known attorney representing the two main groups of petitioners. It is because of the astounding conditions surrounding these hearings that I am making this hard-boiled report in which I'll try as hard as possible to be kind, but factually accurate in A-B-C fashion.

A Short Review

First: To bring you all up-to-date, you should have a digest of the Order. (Complete copy was included in August 1950 issue.) It was signed by Edward Corsi, New York Industrial Commissioner, on July 12, 1950. It became effective on September 1, 1950. The Order placed all direct mail addressing (and kindred operations) under the provisions of New York's Industrial Homework Law . . . in spite of previous rulings by labor officials and the courts that typing (clerical work) is not industrial work.

PROVISIONS: (1) On and after September 1, 1950 all employers of home typists were required to obtain, for a preliminary six-month period, a state permit and were given until November 30 to obtain such permit, costing \$25. Also, each permit holder was required to obtain state certificates for each homemaker employed (in the worker's own name).

(2) No employer could obtain a home typing permit unless he employed at least five inside office workers at similar jobs (thus squeezing out any small operator). And no homemaker could obtain a certificate if she (or he) had any other inside office work or employment of any kind. (Thus squeezing out the possibility of part-time employment.)

(3) Employers were required to keep an amazing set of complicated records, open at all times to State snoopers . . . and could not give any individual homemaker any more work than could be or was being done by inside worker.

(4) Employers were required to pay transportation costs of homeworkers who came to pick up work, plus cost of maintenance of their machines (even though inside office workers pay their own transportation, lunches, etc.).

On March 15, 1951, ending the first six months preliminary period, the provisions became more severe.

(5) No employer could continue holding a permit unless he continued to employ at least five inside workers doing addressing. And no one who did not hold a permit between September 1 and November 30, 1950 could at any time obtain a permit. (Thus freezing out all new direct mail enterprises dependent upon homeworkers . . . a plot originally labelled communistic, but on which we've changed our mind, as I'll describe later.)

(6) Beginning March 15, 1951 the number of homeworkers "allowed" to employers was to be controlled by a complicated system which in essence is this: A permit holder could hire one homemaker for every inside office worker employed, plus one homemaker for every two employed during a sample period in previous six months. In other words, a reduction of one-half, but further confused by a mathematical juggling of the wages paid for a four-week period divided by ten and then by two. And without any provision for an increase in business except for a promise of "exceptions" in cases of hardship. Simple, isn't it?

That gives you the highlights of a ridiculous, bureaucratic administrative order loaded onto the backs of already harassed producers and users of direct mail. No wonder so many people were indignant . . . during a time of increased help shortage and an increased use of direct mail.

Now . . . (I'm trying to keep this simple, but it's the most difficult reporting job I've ever tackled) . . . before getting into the hearings, let's analyze briefly why the subject of homemaker typing has become so vitally important in the direct mail picture.

How Homework Developed

According to an intricate but accurate formula developed by a special committee of the Direct Mail Advertising Association (of which I happen to be a member) . . . the total dollar volume of direct mail advertising in 1950 (including supplies, printing, processing, addressing, mailing and postage costs) amounted to \$918,660,480. Taking the

same formula components and applying them to past records (with variations for changes in unit costs), we can show how the total volume of direct mail has grown.

ANNUAL DOLLAR EXPENDITURES FOR DIRECT MAIL

1920—	194,119,024
1930—	338,431,300

(NOTE: The depression years did not show much increase.)

1940—	378,768,215
* 1949—	863,989,380
1950—	918,660,480

* First year of DMAA formula release.

In other words, direct mail as a medium of advertising and business communication has grown from a stepchild in 1920, to a nearly billion dollar position in 1950. Not exactly peanuts! Second only to newspaper advertising.

What has all that to do with homemaker typing? Plenty.

During the years . . . many improvements have been made in processes for producing direct mail. Machines can run five or six thousand processed letters per hour easily. With ganged-up runs . . . many times that. Folding machines run letters through so fast the eye cannot see them—thousands per hour. Inserting machines assemble four pieces and insert them automatically in envelopes at rates from three to five thousand per hour. Sealing and metering machines finish the mail mechanically at high speeds. In other words . . . nearly every operation connected with direct mail production has become *highly mechanized*. The small shop or privately owned mailing department can produce processed letters or folders just as rapidly as the biggest competitor (in relation, of course, to number of machines).

But the one stumbling block, the *bottleneck*, has been the typing of individual names and addresses on envelopes (when it is impossible, as it is in so many cases, to use automatic plate or stencil addressing machines). There have been relatively few technological changes in typing, except for *moderniz-*

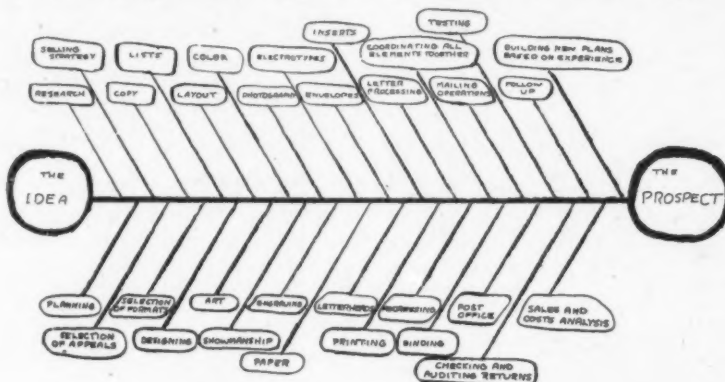
ing improvements (ease of work) in typewriters. Production of typing on individually addressed envelopes is still limited (and always will be) by the speed and capabilities of the operators who hit the keys. In other words, typing always has been and is still the production bottleneck in all direct mail operations . . . whether in lettershops or private mailing departments. Study my rough chart of the steps in a direct mail job from Idea to Prospect . . . and you'll see what I mean.

A Step Further in Analysis

As direct mail volume grew (see statistics), processing became more rapid . . . but the typing operation couldn't keep up with the growth. So users of the mail, dependent on lettershops, were getting slower and slower deliveries on their orders. Years ago . . . this reporter warned his lettershop friends that something had to be done to correct sloppy work and to speed delivery. Direct mail as a medium grew because it could be applied quickly to selected lists. Long delays in production were ruining direct mail . . . and the hold-up was primarily in the addressing department. Machines could produce thousands while individual girls at typewriters were limited to piddling hundreds.

Finally . . . came World War II and efficient typists became more and more scarce. They went into more profitable fields, into the service, or they had to stay at home. Delays became worse.

And that was when the idea of homemaker typing developed. Production shops and mail users of all kinds found they could get thousands of dependable former secretaries or typists to do *part-time work at home*. Girls who couldn't leave dependents but who needed extra money and who could work at their own convenience in comfortable home surroundings. Competent girls who, even if they could have left home, preferred the spasmodic, unregulated



hours of homework to the boring monotony of pounding a typewriter eight hours a day in a lettershop. Most of the homework typists were speedier, neater and more efficient than their office-working equivalents . . . because they had more experience, less monotony and better surroundings.

That development (which occurred all over the country . . . not only in New York) broke the direct mail bottleneck during the period between 1940 and 1950, when direct mail volume increased by nearly 150%. Big users of the mail (mailing into the millions) began getting spectacular service. Addressing jobs were delivered in *hours* or *days*. The same jobs had formerly taken *weeks* or *months*.

During that period, lettershops breathed easier. They could focus on profitable speedy processing production and meet all emergencies on addressing by either supervising a homework crew of their own or sub-contracting with one of the homework employers, who started and grew in business as a result of the breaking of the bottleneck. In fact . . . the breaking of the typing bottleneck had a great deal of influence on the enormous increase in the use of direct mail between 1940 and 1950.

But then a Union appeared on the scene . . . not a very desirable or deserving Union. Rabble-rousers interested in control rather than aiding employees of an industry. Distinctly a Communist-dominated crowd, intent (as were other Commie outfits) on dominating all *centers of communication*.

The Union worked hard to organize the entire lettershop industry . . . but it was successful only in New York City and a few scattered plants in Detroit and Boston (since lost.) Out of approximately 3000 lettershops and mail service plants in the country, the Union succeeded in organizing about 50. Forty of those were in New York City. Included in the forty were, naturally, some of the biggest direct mail shops in the world.

The name of that Union was the United Office and Professional Workers of America. They were thrown out of the CIO after extended hearings for being "Communist-dominated." Well substantiated charges. The name of the Union was changed recently to "Distributive, Processing and Office Workers of America," an unholy consolidation of Commie-loving outfits whose officers were palsy-walsy with that great "patriot" Harry Bridges.

The rabble-rousing officers of this Union realized the "dangers" in homework typing. They could not control these clerical workers. So as early as

1943 (around there) the Union started nagging for "a law" to prohibit home typists. They nagged employers. They pestered the New York Department of Labor. They made absurd charges that homeworkers were depriving good Union members of jobs, when the real truth was that the union simply couldn't supply addressing typists, the State Employment Office couldn't supply typists, advertisements did not get enough applications. There were few typists available . . . except home, spare-time typists.

During the period of nagging, the forty Union employers retained an attorney to represent them. His name . . . Daniel Arvan (the fellow who wrote the arrogant letter to me on August 15, 1950). This attorney, together with a number of the Union shop employers incorporated an association called "Direct Mail Master Contract Association, Inc." This Association was supposed to function in labor matters . . . and the members of it (Union shops) continued their membership in the overall and *most reputable* "Mail Advertising Service Association" (which has about 700 members nationally, compared with 40 Union shop members in New York City.)

As time moved on . . . it became apparent to close observers (such as this reporter) that Counselor Daniel Arvan was also, quietly or otherwise, working for the elimination (by legal controls) of homework typing. So too were some of his prominent members and "officers." In spite of the fact that the shops owned by these members were constantly depending on homework. I have convincing proof that at least thirty of the forty members of Arvan's group are constantly sub-contracting through homework employers. They cannot run their businesses without the bottleneck-breaking service.

During this nagging and peculiar period between 1943 and 1949, there was much fighting behind the scenes among the forty Union shop employers. Arvan and a few leaders wanted to join with the Union in demanding control and elimination of homework typing. Others did not. They fought against it for a while—but gradually grew tired. Some of the opponents were harassed by the Union.

And during this period (*this is important*), Arvan and certain officers succeeded in establishing a procedure by which all members of the Association would be bound by any agreement approved by a majority at any meeting. This procedure even applied to contractual negotiations with the Union.

(I'm giving you these details for a very real reason . . . so be patient if you want the truth.) The last Union election, for example, was an across-the-board affair. There were 1447 votes for the Commie-dominated Union, with 203 against. The smaller shops, whose employees voted to get out from under, were out of luck. They had to abide by majority vote.

To make matters worse, someone (?) managed to get a peculiar clause inserted into the Union Contract which was negotiated by Arvan and signed by the Association's president and which became binding on the forty Union shops in New York City. That clause in the contract reads:

Article XXVI

"The Association and the Union do hereby express the disapproval of and opposition to the continuance of homework addressing as an economic evil and threat to the interests of management and labor in the Direct Mail Industry. Homeworkers shall not be deemed employees within the terms or coverage of this Contract."

I have read the latest contract which was signed on January 8, 1951. I checked with several members of Arvan's group and asked if they knew about or had read the clause . . . because I knew they were violently opposed to the control of homework. Their answer: "Hell, no."

The nagging and behind the scenes squabbling finally boiled over during 1949. The Union promoted a letter writing campaign directed toward Commissioner Corsi . . . making wild charges about abuses in homework, loss of jobs because of homework, etc. In fairness to Corsi . . . let's say he was bamboozled and confused by these "piles" of phony mail. The Union picketed Corsi's office . . . demanding abolition of homework. Behind the scenes, Arvan (on behalf of "employers hiring a majority of workers in the field" so he claimed) urged the Department of Labor to investigate and act. The Union and employers working supposedly in concert.

Corsi held a number of private and public hearings . . . although darn few people in the industry knew what was going on. Union members (not under oath) testified they had been deprived of jobs because of homework competition . . . while observers in the audience spotted them as phonies. Permanently employed at the time of testifying, Arvan joined the chorus of those seeking control and "gradual elimination" of homework (which, incidentally, is what New York Industrial Homework Law requires . . . if clerical typing could be classified as industrial).

As a result of the manufactured furor . . . Corsi assistants, none of them knowing a tinker's damn about direct

mail, and obviously unduly influenced by hostile parties, labored over the asinine wording of the final Order No. 5, which Mr. Corsi signed on July 12, 1950. A signature which has caused more confusion, more resentment, more personal animosities than I have witnessed in my thirty-one years in direct mail.

I've tried to be brief (perhaps unsuccessfully) . . . but it is necessary for you to have this background so that you can understand (even partly) the nearly unbelievable report which follows. I repeat again . . . that even though this applies at present only to New York State, it would eventually affect producers and users of direct mail all over. Such cancers grow. If this thing sticks in New York, it will affect all of us who are in any way connected with the business.

Mail users in Fort Worth, Texas; Kansas City, Mo.; Des Moines, Iowa; Chicago; Gloucester, Mass. depend on *addressing* in New York list areas for the quick performance of their orders. This isn't New York. This is America.

So stick with me in this report . . . and try to get the picture. I wouldn't blame you for being incredulous because I wouldn't believe it myself if I hadn't seen it happen. And even though I've been urged and warned many times to soft-pedal on the situation I'll tell the story in spite of hell and high water. I'd consider *THE REPORTER* a worthless, subservient and spineless sheet unless we told you the truth.

Report of Hearings Before the New York Board of Standards and Appeals

There are three members of the Board of Standards and Appeals of the New York Department of Labor. They are appointed as an independent body by the Governor, to hear appeals from orders of the Industrial Commissioner, Mr. Corsi. Legally, all petitioners against an order of the Department of Labor must exhaust their rights in this administrative body before resorting to the Courts.

And no "points" or arguments can generally be raised in the Courts except those presented before the Board of Appeals.

The three members of the Board are William H. Roberts, Chairman, H. Myron Lewis and George S. Raymond.

The first hearing on the group petition of the sixteen list compilers and homework employers was scheduled for February 15, 1951 in Room 728, Empire State Building. Benjamin Werne had been retained to represent the petitioners. Everything had been prepared to make an orderly and rapid

exposition of the evidence. Witnesses, briefs, outlines, charts, etc. A day's work at most.

Two Board members were ill so Myron Lewis occupied the judge's chair flanked by Board Attorneys Wazeter and Koepfel. The Department of Labor was represented by Attorney Gagnon.

According to the intent of the law, the purpose of a hearing before an Administrative Board of Appeals is to give the petitioners an opportunity to present facts to sustain their grievances. The proceedings started in a friendly, unconventional way with Judge Lewis emphasizing that everyone would be heard.

So a parade of witnesses started. Homeworkers (mostly housewives) who testified they couldn't leave home, but had to make money. Satisfied with their pay. Glad to work.

But it soon became evident that the cross examination by State Labor Department Attorney Gagnon was uncooperative. Behind him within the court-like rail sat Sam Sacher attorney for the Union . . . and Daniel Arvan. (Sacher incidentally is the brother of Harry Sacher who represented Communist leaders in recent trials before Judge Medina.) Arvan soon began leaning forward to whisper into Gagnon's ear. Irrelevant questions were put: "What does your husband do?" . . . "How much does he make?" . . . "How much does a package of 1,000 envelopes weigh?" The witnesses were confused. When Werne objected and accused Arvan of coaching the questioning, Gagnon denied it and stated he was asking his own questions. But one of the witnesses happened to be a lip-reader . . . and distinctly *saw* Arvan give the question which Gagnon then voiced. In other words, the petitioners were up against the delaying tactics of a cross examination being directed by a hostile third party.

All day long the petitioners tried to get across their story . . . constantly interrupted and harassed by the most asinine questions. A few lettershop proprietors and homework employers managed to get in the witness chair. They tried to explain the importance of homework; the impossibility of knowing in advance the actual volume of work; the seasonal and weekly fluctuations in the business. They were badgered constantly with confusing, irrelevant and time consuming questions. During intermissions, Arvan was most friendly and cordial with Union representatives in the audience who had been furiously scribbling notes. Arvan was also busy consulting with several of his Union shop employers . . . and

with the State Attorney.

The day wound up in an atmosphere of frustration. The petitioners had at times been treated as "defendants." Instead of being able to complete in one day a simple presentation of facts . . . the evidence had been stymied so that only a small part of it had been heard. Another hearing was set for February 21st. Later on petitioners were advised by mail that this date had been cancelled. Another date was set for March 9th.

The Second Hearing

On March 9th, both Mr. Lewis and Mr. Raymond sat as Judges. At the first crack of the gavel, Mr. Arvan demanded the right to intervene in the case. Over the strenuous objections of the petitioner's attorney, Arvan was allowed to move up to the counsel table beside the State Attorney and to cross examine witnesses instead of whispering into Gagnon's ear. And this at an administrative hearing supposed to be called to allow petitioners to present their complaints.

In this atmosphere it was more than difficult to get anything done . . . although it was proved conclusively that Arvan represented a minority interest. There are approximately 700 lettershops in New York State. Arvan's group totals 40 . . . (and as explained before, many of his members are opposed to his tactics.) Based on percentage figures of the national association, even though Arvan's group is composed of some big shops, the actual employees represent only 19% of the total number employed in the State . . . not counting the 4,000 to 7,000 homeworking typists. That evidence disproved the statement made in letters written by Emily Sims Merconner of the Labor Department . . . that the order was promulgated as a result of "appeals by management employing a majority of employees in the industry."

During this second bickering day of trying to tell the simple story of the need for homeworkers . . . the Union Attorney modestly disappeared from sight. He didn't have to be there. He was being ably represented in his absence. One of Arvan's employers moved up within the railing to sit behind and whisper in Arvan's ear.

After lunch . . . to stop the whispering, petitioners' counsel demanded that this employer be put in the witness chair to give his reasons for being against homework. (Just the opposite of the purpose of the hearing). Under oath he testified that it was easy to get on-premises addressing typists, even tho others had testified how advertisement after advertisement had failed to pull. He also made the amazing state-

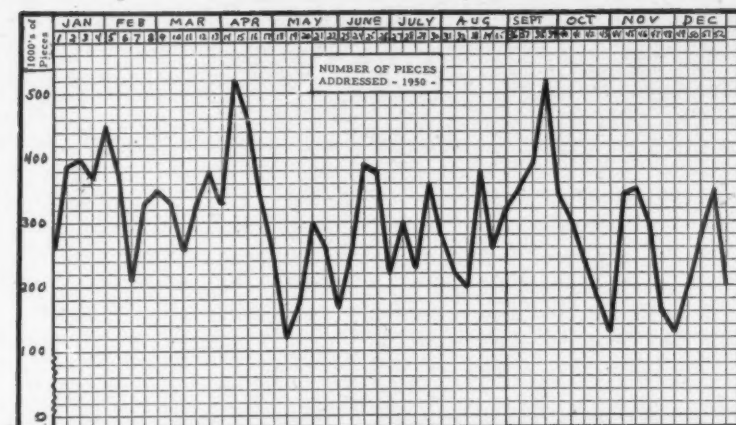
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This chart, taken from accountants records, shows fluctuations in weekly orders and deliveries of a typical homeworker contractor. Varies from a low of 120,000 a week, to as high as 520,000 a week. Shows how impossible it is to have a steady force of on-premise workers even if they could be obtained. The homework employers who are fighting against the Corsi order produce about 250 million addressed envelopes a year in the New York area alone. If they are forced out of business, they will simply move to New Jersey or Connecticut . . . thus depriving thousands of New York homeworkers of needed employment.

ment that in his opinion no direct mail production shop owner should bid on or accept an order for a job unless he had within his own shop all the facilities for producing the order.

That let the cat out of the bag! If laws were invoked to require such procedure . . . every small business would be forced to quit. There could be no sub-contracting. The man who made that statement is a member of the firm of one of the largest production shops in the country. It was entirely obvious that he wants to crush and cripple competition by destroying the bottleneck-breaking service (by sub-contracting) which allows smaller businesses to compete. And at the same time . . . this same man, under the Corsi Order, could hire all the homeworkers he might ever need in the future because of the quotas established. A disgusting situation.

After Arvan had had a field day with this witness . . . the Judges decided they needed some clarification of the Order itself . . . so instead of hearing any further witnesses, they called on Mr. George Ostrow, Chief Enforcement Officer of the Department of Labor. He was not sworn . . . in spite of the protests of the petitioners' attorney. Ostrow, under the questions of Judges Lewis and Raymond and Counsellor Koepfel gave a stumbling account of the Order . . . but showed that he didn't know much about the direct mail business . . . and less about the operations of the Order. He inferred at one point that the quotas for the second period had been cut in half because the Department had been afraid the employers would pad their rolls of homeworkers during the trial period. As if any direct mail producer would hire and pay for people he didn't

need! The day wound up in useless arguments. Another day completely wasted . . . with witnesses sitting around away from their businesses unsuccessfully waiting to be heard. After adjournment Arvan was heard belaboring the State's Mr. Ostrow for not picturing the Order in a "more favorable light." Just who is running the Department of Labor?

The Third Hearing

The third hearing was called to order on Wednesday, March 21st. During a few preliminary meetings of the petitioners it had been decided to do everything possible to wind up the hearing on this one day and to, if possible, join the two petitions (the lettershop group) into one cause.

Mr. Lewis was absent so the Judge's chair was occupied by Mr. Raymond only. Mr. Werne at once demanded that Mr. Arvan and his obstructing tactics be removed until the petitioners were finished. He was overruled even tho Mr. Lewis at the first hearing had ruled that the petitioners could present their evidence first—and that objectors would be heard later.

So . . . instead of calling petitioners' witnesses (who were patiently waiting) the Chief Enforcement Officer, Mr. Ostrow was called back as an unsworn witness. After obvious coaching by Arvan . . . he changed his testimony of the previous hearing and began to describe the Order in a "better light." The morning dragged on. In desperation, just before the noon hour, Mr. Werne demanded the right to present one witness who had been waiting all morning and couldn't stay for the day. Ostrow was removed temporarily—and Mary Ellen Clancy, past-President of the N. Y. Mail Advertising Service Asso-

ciation, took the chair to describe in a brief, simple way why small shops must have the services of homeworkers. Her testimony made Arvan's motives look pretty silly . . . even tho he tried to confuse her with questions concerning how many square feet her shop occupied and whether it would be possible to give her overflow work to some of the larger shops? Imagine!

After the lunch period during which Arvan was seen "coaching" State employees again . . . Judge Raymond allowed Mr. Ostrow to again take the chair. Still not under oath.

During a long, futile afternoon, Ostrow painted still another (the third) picture of the Order. By this time he was trying to make it appear that the great State of New York out of the goodness in the hearts of the Labor Department employees was "giving" the employers really more than they deserved. Was being very liberal and thoughtful! Would do everything possible to grant exceptions in cases of hardship! Of all the unadulterated bunk!

The only laugh in a sorry day came when Ostrow was asked his opinion of a chart submitted by petitioners showing the actual fluctuations from week to week in the volume of addressing handled by a home typist employer. Ostrow said he couldn't understand the chart because he couldn't interpret the units . . . they were not in intelligent units, etc.

It just happened that the chart was made in units of 1000's . . . the standard practice in figuring all bids for printing or mailing operations. And this is the man who is supposed to enforce the Corsi Order and tell the lettershops how they can operate. He wants different "units."

After adjournment (until April 2nd) there were stormy scenes. The petitioners were naturally furious. Arvan had been assisted all day by not one, but by three of his "big shop" members . . . in an obvious effort to interfere with the rights of the petitioners to present a reasonable array of facts.

I think I have given you enough of the story . . . so that you can form your own opinion.*

The pattern is obvious. And I will now be specific.

The Commie-dominated union was not solely responsible for getting this Order signed by Corsi. There was and is an obvious and close alliance between the Union and a small group of larger lettershops (represented by Arvan) to

* Footnote: The April 2nd Hearing was . . . more of the same. But petitioners managed to get four witnesses in chair. Arvan still interrupting . . . assisted by his three employers. Next hearing set for April 18th.

use the State and its laws for their own ulterior motives.

From the Union standpoint: home typing should be killed off. To hell with the direct mail industry. The Union cannot get control of the smaller shops as long as they can use home typists. The union cannot control home typists.

On the part of a small and selfish group of "big" lettershop employers there is an entirely different motive. Kill off home typing, and the larger shops will squeeze out the smaller. Control the business and control higher and higher prices.

Arvan's entire line of questioning and interfering makes it all clear. He is joining with the Union in this undemocratic effort to use the LAW to wipe out or cripple competition. He is solely interested in advancing the interests of a few large organizations at the expense of everyone else in the direct mail business. If he succeeds, he will hurt everyone in the production end of the business (including some or most of his own group's small shop owners) . . . plus all the users of the mail who depend on lettershops for prompt and satisfactory work.

I therefore report the charge that has been openly voiced by many people who have observed these hearings. It has been charged that the activities of Arvan and three of his principal backers clearly suggest collusion between the Union and Management for the purpose of injuring competition. Is not such collusion, according to law, in contravention of State and Federal Anti-Trust Laws? This is a question which must be answered. Isn't the clause #26 in the Union Contract signed January 8th, 1951 good evidence of collusion?

And that is why this reporter is disgusted and distressed about the whole situation. A handful of selfish people trying to control the destinies of thousands upon thousands of other business people and workers. Collusion for control!

I've given you the picture. I still don't know what the outcome will be. It looks hopeless at present . . . as long as Arvan and his group are allowed to interfere with the presentation of evidence. In all fairness . . . I must report that Judges Lewis and Raymond and Attorney Koepfel have been most friendly and conscientious. They have seemed to lean over backward to get facts. No one can blame them for being confused. Everybody is confused.

The hearings will drag along until "some conclusion." Then perhaps the whole mess will have to go to Court . . .

with more needless expense and headaches. Other individual petitioners must be heard. The Reuben H. Donnelley appeal is scheduled to be heard April 16th. Others later.

In the meantime, the enforcement agents of the Department of Labor are active behind the scenes. Pestering shops for figures, records and what not. One fellow had his homeworkers certificates cancelled because inspectors found that some of his home typists did part-time work in customers' offices typing lists. Another proprietor of a small out-of-New-York-City shop wasted one of his busiest and most trying days submitting to the questioning and prying of a Labor Department inspector. A mail order man in an up-state city couldn't get office help to address his mailings. Advertised for homeworkers. Got about 250 applications. Was in middle of interviewing the applicants when a State inspector walked in with a clipping of the ad and told him he was *violating the law*. This is America!

The fact remains: Typing cannot be considered *industrial work* by any stretch of the imagination. Mr. Corsi had and has no right under the law to assume control of a segment of direct mail activities. He was hoodwinked into his position by a greedy, selfish, collusion of groups whose sole purpose is POWER.

The signature Corsi wrote on July 12th, 1950 looks simple, but it made an unrealistic, inequitable administrative order part of a State Law. It will take legalistic legerdemain to blot out that signature.

It can be done . . . but it will take a lot of fighting and encouragement.

This reporter offers the fighters, including those caught in Arvan's web, his unending encouragement.

I hope the readers of THE REPORTER will also offer encouragement to all the fine people who are fighting against this undemocratic movement. It is easy to find out who they are. Ask your lettershop or list broker.

The Postal Situation

As reported previously, bills have been introduced in both House and Senate to increase postage rates.

Again . . . the users of the mail are flocking to Washington to appear at the Hearings . . . with briefs and arguments.

The Post Office is asking for an increase in postal and post card rates from 1 to 2¢. An equal raise in the minimum for 3rd class mail. Both a 100% boost. Second class mailers (publishers) would be taxed only about 30% in spite of the fact that 2nd class is responsible for the largest part of the Post Office loss.

The Direct Mail Advertising Association, represented by Ed Mayer, will make its presentation to the House Committee on April 16th. We've seen an advance copy of brief . . . and compliment the Postal Committee on its broadminded approach. Instead of fighting against any increase, the DMAA simply asks for an *equitable distribution* of the necessary increases. Understand that mimeographed copies of the DMAA brief will be available after Ed Mayer's appearance. Contact Frank Frazier at DMAA headquarters, 17 East 42nd St., New York 17, N. Y. . . . if you are interested.

This reporter could write reams about the befuddled postal situation, but we would only be repeating the letter to "Dear Congressman" which was printed in April 1949 REPORTER

and which was reprinted in *The Congressional Record*. That letter analyzed step by step the inequalities in the post office rate structure and offered suggested solutions. As one Congressman remarked: "It's too damn logical . . . for Washington." Reprints of our article are still available to anyone . . . free.

During past month, *this reporter* has been making an intensive study of all the subscription mailings, issued by publishers. We've come to the conclusion that our publisher friends are making a peculiar boner in public relations. While representatives of the publishers are flocking to Washington to protest against rate raises . . . the circulation departments are flooding the mails with special offers of discounts from the regular subscription price. The discounts offered, ranging from \$2.50 to \$6.00, are much more than any possible raise in the 2nd class rates . . . even though those rates were doubled or tripled. And yet many publishers say they would go out of business if the rates are raised. Suppose a big thick magazine is averaging as high as 5¢ per copy postage (for all zones). If the rate was doubled . . . the extra cost would be 60¢ per year per subscription. The publishers say it's *un-thinkable* . . . but at same time are offering discounts to subscribers amounting to two, three or four times the greatest increase threatened. Screw economics.

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AP

Nothing to Sell But . . .

Humor and Goodwill

By a Staff Reporter

REPORTER'S NOTE: Frederick E. Gymer, 2123 East 9th Street, Cleveland 15, Ohio developed (some years back) a unique idea for keeping in touch with prospects and customers with a somewhat wacky series of letters about a mythical "Association." We've been keeping our eyes on the venture . . . and here is our report. The idea is something similar to Jack Carr's Cordial Contacts . . . but with an entirely different twist. At any rate . . . this report should give you a chuckle during a time when almost everything else we read is so serious.

During the Big Depression when financial institutions were crashing right and left, an agency account executive was called into the office of a bank president and told "Write a series of letters to our depositors with the theme 'This bank is safe'—but don't use the words safe, safety or any synonym. If safety is called to their attention they might, by inference, think we are unsound."

That writing assignment was just about as difficult as the one confronting advertising-sales promotion-sales executives today. Material shortages are developing to the point where more and more sales organizations have little or nothing to sell. Business is reaching the point where it was a decade ago; where advertising must be written in a way to discourage more orders; where new customers aren't wanted and where no animosity will be stirred up among old customers who say "You advertise regularly. Why can't you take our order?"

Long-range thinking indicates customers must be cultivated regularly, if for no other reason than to keep salesman, company and product before them, in anticipation of the day when a buyers' market comes again. But what to say at a time like the present is difficult because, no matter how hard he tries to reverse himself, a trained writer can't help but get selling appeal into his copy. It's his business to write effectively and an old dog can't be taught new tricks.

Frederick E. Gymer of 2123 E. 9th

Street, Cleveland 15 has found one answer to this problem in his "Let's Have Better Mottoes Association" a series of monthly mailings started six years ago. These mailings were designed to bring in business, which they do, but paradoxically, they make no bid for orders when business is not wanted. The required result is secured, come peace or war, without changing a single word of the copy.

The origin of this radically different sales promotion plan goes back to 1946 when Gymer, in his work as consultant and idea man for large corporations, was impressed by the large number of advertisers whose budgets were too small to retain even mediocre or inexperienced advertising assistance. In thinking about the plight of these small organizations he spent some spare time developing a campaign for a mythical "X" company—one spending less than \$100 a month in advertising. His long experience dictated the choice of direct mail as the medium to be used.

Out of that thinking came the unusual, effective and economical motto idea—a theme designed to create good will, get company and salesman on friendlier terms with prospects, add new prospects, conserve personal sales call time, produce inquiries and orders.

Basis of the motto mailings is a "turn-about" on the mottoes seen in so many offices—cards such as "Think," "This Is My Busy Day," "Do It Now" and "Keep Smiling." A survey showed people paid little attention to these cards, frequently violated the precepts and often ridiculed the sentiments expressed. Gymer decided to prepare a series of cards, each written to poke fun at hard work, ambition, success, efficiency, cooperation, loyalty, etc. The series purposely did not include anything of an inspiring nature and the mottoes selected ranged from the humorous to the cynical.

To elaborate upon and implement the card itself; to create a "package," the mythical "Let's Have Better Mottoes

Association" was originated and the monthly mailings built around that organization. Rather than let someone else try it out he decided to use his own business as a guinea pig. The test or experiment was made a severe one purposely.

For instance, a mailing list was compiled of names of prospects who either did not know Gymer or had never used his services. Good mailing procedures were violated intentionally by using inexpensive black and white motto cards, mimeographed letters with traced signatures, no fill-ins, unsealed envelopes, 1½ cent postage (in 1946) and addressing done on gummed labels pasted to envelopes. One typing with carbons provided for three months. As a final test of effectiveness of the idea no other sales promotion was used and no cold sales calls made on any prospect.

In an introductory letter accompanying the first motto card, prospects were told they were undoubtedly tired of the old, hackneyed cards in their offices. They were being made members of the Let's Have Better Mottoes Association, whose only purpose was to supply them with a new motto every month. Prospects were informed the association had no dues, no meetings, no assessments, no committees.

Whoever sent in a motto worthy of distribution would be elected president for the month, entitled to wear a large badge and red sash and to ride Joe, the association's parade horse at the head of the monthly processions of motto association members (no parades, by the way, are ever held). Members were told no inspirational or uplift mottoes would be tolerated.

Those on the original mailing list were corporation heads, bank presidents, agency executives and sales-advertising managers. Later, when applicants who were not prospects asked to go on the list, their names were included purposely so that reactions of such people as clerks, housewives, farmers, mechanics, teachers and professional men could be studied. Such odd characters as a circus clown, a butcher and a minister thus found their way on the list.

For a few days after the first mailing the reception was one of bewilderment. Then prospects caught the full import of the whole absurd idea. Requests for extra cards and letters came in, many wrote their thanks or favorable comment, some offered to pay to stay on the list and others asked that friends be put on. Quite a few admitted frankly they wanted to be monthly president and contributed mottoes. Newspapers and radio stations com-

Actual Time Checks Prove Duplisticker Addressing Averages

**27%
FASTER**
than addressing
envelopes



DUPLISTICKERS offer you maximum efficiency and economy in addressing operations—for duplicate mailings, direct mail advertising, bulky envelopes, samples, premiums, etc. Letter-size gummed sheets contain 33 perforated labels. Package of 25 sheets (825 labels) 60¢ at leading stationery stores. Type 4 or more copies in one operation. White, blue, pink, green, canary, goldenrod, for color-coding mail.



Write for
**FREE Sample Pkg.
of Duplistickers**

Make a comparative time
check in your own office
at our expense!

Eureka Specialty Printing Co.
558 Electric Street
Scranton 9, Pa.

DUPLISTICKERS **EUREKA**
are made only by



SINGIN' THE TYPESETTING BLUES?

We're not... because we set this whole ad without metal type! You, too, can put the damper on deadline dithers with slick-as-a-whistle **FOTO-TYPE**. Anyone can set up to 15 characters per minute right at their desk. Die-cut letters slide into aligning composing stick—ready for layout and reproduction. Nothing else like it!

Catalog free!

FOTO-TYPE
INCORPORATED

1423 ROSCOE ST. CHICAGO 13

LISTS
of proven quality
Industrial List Bureau
45 Astor Place, New York 3, N.Y.

mented on the unusual idea, with the result total strangers asked to go on the list.

As a rule a single mailing, especially one as indirect and informal as this may not produce, yet a substantial assignment came in from the first letter, as did an even bigger one when the second mailing went out. One prospect, an attorney, wanted something of a similar nature to feature his own business and gave up reluctantly when the ethics committee of his bar association frowned on it.

Each monthly letter, signed by Gymer as secretary of the association, is light and whimsical in tone and is devoted 100% to the affairs of the motto association; to kidding monthly presidents and to the escapades of Joe, the parade horse. Joe has assumed a position of major interest to members, with one sending him apples and another, a bottle of liquor. Many ask

about his health. The only reference to Gymer and his services is his own letterhead which he uses.

Once each year when the mailing list gets too large Gymer tells all his prospects and clients on the list they are being taken off and will be reinstated only if they return the postcard by a certain deadline. Returns run about 90%, with many of the other 10% complaining vigorously when their names are dropped. This is a high-handed way to treat a prospect list but it seems to work here.

Once the motto mailings had demonstrated their usefulness the association name was registered in the Patent Office and monthly material copyrighted. Two years ago the idea was syndicated, with a dozen organizations in various cities and businesses now using it, on their own stationery. All report unusual results. Some find the mailings also take care of some peculiar

Frederick E. Gymer

Advertising • Sales Promotion • Sales and Service Training

"LET'S HAVE BETTER MOTIVES"

2123 EAST NINTH STREET
Cleveland 15, Ohio
Superior 1-4510

When evening shadows fall and unwelcome callers begin to creep out of the woodwork it's a sure bet you'll get your share of the undesirables.

These are the people from down the street who think nothing of asking the amount of your salary, what you paid for your house or the size of your mortgage. Or it may be a brother-in-law who wants you to guarantee his note at a personal finance company - then criticizes your gardening techniques. Maybe your reveling guest is a wife who looks for dust on furniture or a husband who admits he is accustomed to better liquor than what you serve.

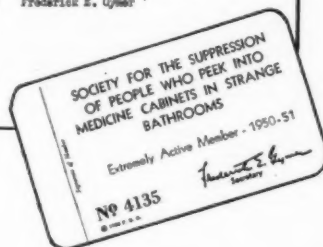
Sooner or later all these heels will wander into your bathroom on some pretext or other and paw through the contents of your medicine cabinet. You may be able to shame them by pasting the enclosed membership card on the mirror.

If that doesn't work, try fastening a saved-off shotgun to the interior of the cabinet, with a string running from the trigger to the door. Better point the gun upward at a slight angle, otherwise your nice, white-tiled floor will be covered by the visitor in an extremely-shattered manner. If you don't mind the extra work or the police, aim the gun straight ahead.

Cordially

Frederick E. Gymer
Frederick E. Gymer

Copy, 1950
F.E. Gymer



problem in their own business.

One sales manager, alarmed at the amount of time and money he had to spend on business entertainment, uses the motto mailings to keep in touch with his customers and prospects in an informal way. This, plus normal entertainment, brings him more business than his competitors get, and at a fraction of their sales cost. The bash-

**DON'T ASK ME
FOR INFORMATION.
IF I KNEW ANYTHING
I WOULDN'T BE HERE.**

**DON'T TELL ME
WHAT I MEAN —
LET ME FIGURE IT OUT
FOR MYSELF**

**TALK TO ME
ABOUT MYSELF —
I'LL LISTEN FOR HOURS.**

ful, retiring head of another business finds the motto mailings do a hand-shaking job for him far better than he could do in person.

Another company with a reduced sales staff uses the mailings to keep company name and product before several hundred prospects who are now neglected, until such time as salesmen can be put into the territory. In another instance the American representative of the oldest and largest company of its kind in the world finds the motto mailings useful in cracking the ice with a list of prospects who are notoriously hard-boiled and difficult to sell.

Not every company can use these mailings successfully, as Gymer has found by experimenting. The idea does not register with housewives, yet business women are enthusiastic. The subtle tone of the letters and mottoes do not go over with the laboring class or with clerical help. Interest and reception is high among prospects in the graphic arts-advertising world, salesmen, purchasing agents, department heads and top executives.

Every so often some company interested in sales promotion says "This is an undignified idea and beneath the intelligence of our prospects." When this happens Gymer merely shows some of the hundreds of unsolicited letters he and other users have received. There is one from a corporation head who

Who? Me?...



You!

—and anyone who wastes that much paper and loses that much time getting the first good copy from their offset duplicating machine, certainly can afford three minutes to learn about COLITHO master plates.

COLITHO plates are fast! They give good copies from the first impression—and no intermediate processing is necessary before you print. That's paper, time and money saved. Just switching to COLITHO plates makes an almost unbelievable improvement in your offset duplicating.

The preparation of COLITHO plates calls for no special skill or training. Anyone can do it... just type, draw, or write. And an error doesn't mean a wasted plate. Not with COLITHO! Erasures and deletions can be made, or additional copy inserted at any time.

COLITHO plates more than repay their low, low cost. They're rugged—give many more impressions—and withstand a lot of handling—even folding. Mail them like a letter and they will still turn out beautiful copies. File your COLITHO plates after printing. They'll be good for future re-runs when you need them.

You'll never know 'til you try 'em, just how much COLITHO plates will improve your offset printing. So why not find out at our expense. Use the handy coupon to get your free samples of COLITHO plates.



COLUMBIA RIBBON & CARBON MFG. CO., Inc.
Main Office & Factory:
190-4 Herb Hill Road, Glen Cove, L. I., New York
New York Sales and Export: 58-64 West 40th Street
Branch Offices and Distributors in principal cities
Consult your local Telephone Classified Directory

Colitho

OFFSET MASTER PLATES

*Colitho plates and supplies make any
offset duplicator a better duplicator*

COLUMBIA RIBBON & CARBON MFG. CO., Inc., 190-4 Herb Hill Road, Glen Cove, L. I., N. Y.
Please send me samples of COLITHO MASTERS. **DM-4**

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____
Make of Duplicator _____ Model _____
Plate Size _____ Clamp Style _____

600 IDEAS for LABELS & STICKERS

New Catalog

FREE

BY

Fent Onamel
TRADE MARK REG. U. S. PAT. OFF.



Eighty pages of eye-catching, effective label ideas reproduced in one to four colors and listed under 128 different classifications. See for yourself these distinctly different FENT-ONAMEL labels, and how you can use them profitably in your business. 130,000 satisfied customers can't be wrong.

WRITE
TODAY

FENTON LABEL CO.

DEPT. 43, 506 RACE ST., PHILA. 6, PA.

if counting copy bothers you . . .

Write for information about the newly designed Langer Copy Counter . . . a set of transparent plastic cards ruled and spaced for an average size on 8, 10, 12 and 14-pt. type. By placing plastic over space to be filled you can determine the character count or vice versa. For those who must write with space limitations. Just \$4.95.

ADVERCO, Advertising
16558 Mansfield, Detroit 35.



FREE COMPREHENSIVE LAYOUTS!

A brand new kind of art and idea service — organized for quick accessibility — not stock material but modern art that enables users to CREATE smart and original printed materials. Send now for free layouts and sample issue of the

multi-use Clipper
THE ONLY
ORGANIZED ART SERVICE

Learn how leading industrial concerns, printers and lithographers, advertising agencies and many others are using this totally new method for the preparation of more effective printed matter. Write, right now!

multi-use clipper, Inc., 100 Walnut St., PHILA. 11, PA.
CREATORS of MULTI-USE TOOLS for BETTER OFFSET LAYOUT and COPY

**LISTS FOR
BEST RESULTS**
INDUSTRIAL LIST BUREAU
45 Astor Place, New York 3, N. Y.

sat in on a labor union conference on wages. Tempers were getting short but when someone waved the motto "Somebody Said It Couldn't Be Done — So To Hell With It," the tension was eased. A college president asked for a duplicate motto "There Must Be An Easier Way To Make A Living Than My Job" because a campus workman stole the original and taped it to his power mower.

A Catholic Sister, head of a large hospital wrote ". . . I look forward each month to getting your latest letter and motto . . . enjoy them immensely . . . business needs more humor like this." Corporation presidents ask how they can prevent secretaries and mail boys from stealing their mottoes. And a president of an important bank writes

"Let's cut out this 'mister' stuff and get on first name terms."

The value of a direct mail idea like this at a time when a sales organization does not want to incur ill-will by refusing orders lies in its makeup and flexibility of operation. When, as now, shortages are giving concern, mailings can be pin-pointed to good customers and prospects whose friendship the company wants to keep. There is no selling talk in the letters, consequently the company cannot be accused of soliciting business.

And with a salesman deliberately refraining from making calls, he, his company and the product remain in the minds of customers and prospects monthly, until such time as personal calls are again made, and the open order book is again in evidence.

Selling With a Postage Stamp

by Ruth T. Gardner

By stressing intangibles—service, profit, pleasure of ownership—we have had an interesting time in building and following a direct mail program advertising the 30,000 types of industrial supply items carried in our Orlando stocks, supplied by more than 600 of the country's finest manufacturers. Our chief headache is the fact there are only 52 weeks in a year—since ours is one of the few industrial supply houses to carry on a comprehensive promotion program, nearly all of those 600 companies expect to be included!

Direct mail is the answer—one of

the easiest, most inexpensive forms of advertising. Direct mail doesn't fight for page attention—it goes directly to a stipulated market. It isn't necessary for direct mail to be elaborate three or four-color offset jobs done on fancy stock. A post card run through a ditto machine can be as successful as the most expensive brochure. It isn't the quality of the material that is mailed—it's the quality of the message written on that paper. One advertising man in New York has conducted a direct mail business entirely on penny post cards which go out once every month.

Ruth T. Gardner

REPORTER'S NOTE: Ruth Gardner is Advertising Manager of Harry P. Leu, Inc., (Agents for Machinery and Mill Supplies) with headquarters in Orlando, Florida. She is an ardent member of the DMAA and a fine-tooth-comb reader of *The Reporter*. She gives us more credit than we deserve for her success with direct mail. She wrote the accompanying article for the February 1951 issue of *Florida Newspaper News and Radio Digest* . . . and gave us permission to reprint . . . so that Reporter readers can learn what a smart young lady is doing in a difficult assignment.



THE REPORTER OF DIRECT MAIL ADVERTISING

One of our most successful mailings this past year was done on newsprint. Our 50th anniversary year was opened with a 32-page tabloid-size section in the Sunday January 1st edition of the *Orlando Sentinel-Star*.

With the 1600 inches of advertising space, we had another 800 for copy. The majority of this copy space we devoted to photographs of stocks, using the "one picture is worth ten thousand words" theme to emphasize the wide variety of materials available here in Orlando for immediate delivery. The general theme of the section was based not on bragging we were 50 years old, but on how we are "better able to serve you after a half-century of growth."

We bought several thousand extra copies to mail out to our addressograph plate lists and to the hundreds of manufacturers whose material we distribute within the borders of this state. The over-all circulation of that section has exceeded 50,000 copies and still go out as a get-acquainted mailer to our new customers.

Based on the old adage of Mohammed going to the mountain, we knew there were companies all over the state who never have occasion to actually see what our stocks are. The mountain then should go to Mohammed—we carried out this thought in the form of a photographic tour of our facilities. A three color lithographed anniversary brochure was made up for mailing in May—showing by picture what happens when an order comes in—how it's filled and types of shipment possible.

Later in the year another institutional mailer was prepared in the form of an envelope stuffer—a two-color litho job—stressing quality and nationally known industrial trade-marks, as found in our stocks.

These three major pieces have been our extras. Month after month regular mailings go to specific trade classifications, set on the addressograph plates—letters or bulletins run on a ditto or multigraph machine—on pipe fittings, ladders, lathes, chain saws, log loaders, wire rope, conveyor chain, belt drives, etc.

Equipment salesmen usually claim that an office machine will pay for itself over a period of approximately five years. We believe our addressograph equipment has paid for itself in less than the two years it has been in operation.

For two years one of our packing house customers had refused to listen to any discussion on the merits of a well-known motoreducer unit. New catalogs had been issued. As a portion

Save Time... Save Money

the personalized **Auto-typist** way!

SLASH DICTATION AND TYPING COSTS — GET BETTER RESULTS

IT'S TRUE—Auto-typist users report that Auto-typed letters out-pull ordinary form letters 5 to 1. Ideal for sales letters, credit collection, reviving dormant accounts, and a thousand and one other correspondence jobs. With Auto-typist equipment, one operator can turn out as many as 500 individually typed letters per day! Auto-typist quickly pays for itself—pays you profits for years after.



GET THE FACTS! Learn how business firms and other organizations get results with Auto-typist. Send coupon today!

AMERICAN AUTOMATIC TYPEWRITER COMPANY
Dept 24 614 North Carpenter Street
Chicago 22, Illinois

Please send me complete information on the Dual Selector Auto-typist together with a sample Auto-typist letter.

Name
Firm
Address
City Zone State

COMPLETELY PERSONALIZED LETTERS THE LOW COST AUTO-TYPIST WAY!

better production brings better results

There's a best way to produce direct mail . . . MASA members study the best, most effective, ways of production: support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

**Mail Advertising
Service Association**
18652 Fairfield Avenue
Detroit 21, Michigan
MASA



CATCH THE EYE

When you're looking for timely, lively, human-interest photos L-O-O-K to Eye-Catchers for a wide variety of subjects. Write on letter-head for FREE Prospectus #43.

EYE-CATCHERS, Inc.
10 E. 38 St. New York City 16

When you
need
**RECENT
BIRTH
LISTS**

Remember

WM. F. RUPERT

Compiler of **NATIONAL
BIRTH LISTS EXCLUSIVELY**
for over fifty-five years
90 Fifth Ave., New York 11
OR 5-3523

Profit-making

LISTS of
ready buyers

Industrial List Bureau
45 Astor Place, New York 3, N.Y.

SALES LETTER "STOPPERS"

Hundreds of unique ideas available or specially created to increase your letter effectiveness. Write on your letterhead for complete list and samples.

A. AUGUST TIGER

545 Fifth Ave. New York 17, N. Y.

of our program, this catalog was sent to the packing house group. Arriving in the mail, the book was handled and studied by office and plant personnel of this particular company. They were interested, and six weeks later that motoreducer was installed—sold by the postage stamp.

An expensive piece of saw mill equipment had to be demonstrated on saw mill property recently before a sale was possible. The cost of carrying that machine around from one mill to another would have been prohibitive. By circularizing 300 of these main mills, reply cards came back from five. The logger was demonstrated at each of these five places and an order placed by two mills. Direct mail detects a sale!

One of the most vital words in any direct mail piece is a simple 3-letter one. The more it's used, the greater the chance of breaking down that sales-resistance barrier every salesman faces. That money-making word is Y-O-U. Take note of the number of times the words "we" and "I" occur in many letters any company receives. By substituting a YOU thought, you please the reader by suggesting his welfare is being considered. It puts him in a receptive frame of mind and helps to open the door for a sale. It's human nature for every individual to be interested in himself and his own welfare. He'll pay attention to something that sounds or looks as though it will be of benefit to him. Sales psychology works on the same principles whether the approach be made in person, by newspaper, mail, radio or any advertising media. There is seldom anything new in selling—it's a matter of being reminded of things we inevitably forget.

"Reduce labor costs" as a heading, for instance, can have greater impact if it's changed to "You can reduce your labor costs." (If what we have to sell actually will reduce costs—if the copy can't prove it unconditionally, then the phrasing should be qualified—"You can HELP reduce your labor cost"). We try to keep truth as the basis for all our advertising.

While the written material has to be aimed at a logical prospect, in language easily understood, these factors mean little if the mailing list is not accurate and up-to-date. Many companies make it a point to verify mailing list names, addresses and titles at least once a year, usually through the use of a penny post card. Envelopes carrying the phrase "Return Postage Guaranteed" help keep a list clean, and having salesmen report company changes is another valuable check-up method.

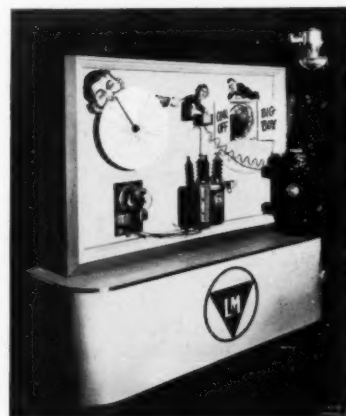
Anyone who uses direct mail as a selling media will find a veritable gold mine of information and help in the material put out by the Direct Mail Advertising Association in New York City. This association acts as a clearing house for direct mail information, ideas and sample exchange.

Florida, still in its industrial infancy, offers quite a potential market for direct mail work. The postage stamp of first or third class mail can be a powerful addition to any company's sales effort. We feel our efforts have been rewarded when customers tell our salesmen that they always make it a point to inspect our third class mail—they say they know there's something in it that's of interest to their business.

Direct mail has put us on a friendlier basis with our customers. It has helped us render additional service to those who make our business possible. Selling the "sizzle" with a postage stamp is now a necessary part of our sales work.

A "RUBE GOLDBERG" DEVICE

The illustration shows the contraption used at a recent Chicago annual sales convention of the Line Material Company of Milwaukee, Wisconsin . . . to keep long-winded speakers from throwing a wrench in the agenda's



schedule. Products of the company were used in building the unique "Talker-Stopper."

Five minutes before the end of the speaker's allotted time, the caricatures on the panel bestirred themselves, causing a red warning light to flash on while the two doors labeled "Cool off, Big Boy" opened to reveal an electric

fan in operation.

Woe to the speaker who did not heed these warnings! At the end of his allotted time, an oil switch activated by an automatic timer, closed a circuit energizing one of Line Material Company's transformer "Load Alarms" (an overload indicating device) mounted in an empty transformer tank. The resultant clangor brutally recalled even the most engrossed speakers from their flights of fancy. In addition, one of L-M's Street Lighting luminaires, the Spherolite, Jr., lit up, casting its 2500 lumen brilliance on a goodly portion of the panel.

After one or two operations of the "Talker-Stopper," blue pencils began to appear in the hands of yet-to-be-heard speakers, as they proceeded to wring the "water" out of their prepared talks.

Maybe the DMAA program committee should borrow the contraption from Elmer Briesemeister for the convention next October. All conventions are plagued with long-winded speakers.

EXPLAINING DIRECT MAIL

Some national advertisers are taking logical steps to make it easier for dealers to send out local tie-up direct mail.

Recent issue of *Sylvania News*, h.m. of Sylvania Electric Products, Inc., P. O. Box 431, Emporium, Pennsylvania devoted a full page to picturing and describing the simple and inexpensive Master Addresser, which reproduces names and addresses from a roll of paper tape. Dealers are urged to install one of these machines in their office . . . because the addressing operation is the usual bottleneck or stumbling block in most locally handled direct mail dealer campaigns.

The United States Rubber Company, 1230 Avenue of the Americas, New York 20, N. Y. recently issued an elaborate 8½ by 11, 28-page, offset booklet explaining to dealers how they can tie in with the national campaign with local selling and direct mail. Six pages are devoted to showing the dealers how they can handle their own direct mail. And for simple postal cards, the company recommends the inexpensive Print-O-Matic Card-Size Duplicator which the dealer can buy for \$13.50 from The Print-O-Matic Company, Inc., Merchandise Mart, Chicago 54, Illinois. Also recommended is a Print-O-Scope for tracing stencils which sells for \$4.95.

Looks like direct mail is being pro-

Don't Tear! Your Hair!



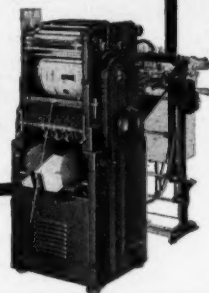
Hundreds of commercial printers who operate Davidson Duals can give you this fast, low cost service, too.

You can have that important printed matter promptly . . . without costly, aggravating delays . . . if you own a Davidson Dual. Save money, too. It will print your stationery, office forms, envelopes, advertising literature, order blanks, etc. . . top quality work . . . in black and white or multi-color. Does both offset and letterpress printing using paper or metal offset plates, type, Linotype slugs, electros and rubber plates.

And . . . it will handle all your office duplicating . . . clear, distinct copies from first to last . . . using low cost paper masters.

Get the facts about this time and money saving office machine. Write today.

Davidson Dual



DAVIDSON CORPORATION A SUBSIDIARY OF
MERGENTHALER LINOTYPE COMPANY
1048-60 WEST ADAMS ST., CHICAGO 7, ILLINOIS



Specialists in
ENVELOPES
and
Outstanding Service

- AIR MAIL
- CATALOG
- MERCHANDISE
- POSTAGE SAVER
- OFFICE SYSTEMS
- PACKING LIST
- EVERY OTHER STYLE
- COIN



THE HOUSE OF ENVELOPES . . . AND ENVELOPE IDEAS!



If you'd like to receive our brisk little publication "THE POSTMARK," you have only to request it. Please use the coupon below.

**GARDEN CITY
ENVELOPE Co.**

3001 N. ROCKWELL ST.
CHICAGO 18, ILLINOIS
Phone COrnelia 7-3600



Garden City Envelope Co., 3001 N. Rockwell, Chicago 18, Ill.

☐ Please put my name on "THE POSTMARK" mailing list

My Name _____

Company _____

Address _____



Greetings

on our fifth anniversary to the many members of the mailing industry who have enabled us to increase our addressing production from 30,000 to 750,000 a week.

May we be of continued service to our present customers and friends and to any new ones who may find our services convenient.

• m. victor •

Addressing Service
3902 Ninth Avenue
Brooklyn 32, N. Y.
Ulster 3-3800
Member United Addressers, Inc.

ENVELOPES

**RUSH
ORDERS
OUR SPECIALTY**

For
• **TEST MAILINGS**
Also
• **IMPRINTING**
(on Dealer's Aids)
• **SPECIAL RUNS**
for any need

OVERNIGHT SERVICE: A large publisher needed 100M envelopes overnight for an important test mailing. We delivered in the morning.

**HI-SPEED
ENVELOPE CO.**
160 W. 22nd ST., N. Y. 11
Member of the D. M. A. A.

Call
WA 9-6672

**THE BEST IN MAILING
LISTS**
INDUSTRIAL LIST BUREAU
45 Astor Place, New York 3; N. Y.

moted in a big way by manufacturers who realize the importance of making the job simpler for local dealers.

Same thing applies in the life insurance field. Nearly every insurance house magazine we see these days carries some sort of a story about direct mail. The *National Messenger*, for example, published by the National Life Insurance Company, Montpelier, Vermont has in every monthly issue a case history written by one insurance agent. Every case history gives specific results on number of mailed contacts, returns and eventual sales. It is a continuous and fine job of promoting direct mail.

Another recent notable example is *The Bulletin*, published by The Ohio National Life Insurance Company, Cincinnati, Ohio. February, 1951 issue gave six case histories of direct mail successes written by agents in six different cities.

DISPLAYING CAMPAIGNS

Frank Rauchenstein of Cavanagh Printing Company, Tenth at Carroll, St. Louis, Missouri recently visited THE REPORTER offices in New York. While here, Frank explained the job his gang did for the third year in succession in promoting and showing an exhibit of the DMAA's "Best of Industry" winning portfolios. The offices of the Cavanagh Printing Company were completely redecorated by the art de-

partment to emphasize the theme "Showmanship in Advertising." Four theatrical-type mailing pieces were mailed to a special list prior to the exhibit. Attendance this year was 17% greater than either of the two preceding years. Visitors to the exhibit were supplied with hot dogs and coffee. Some of the folks around the country who are planning similar exhibits, now or in the future, should write to Frank for the details.

SWEET POTATOES BY MAIL

Allan R. Brent, Vice President of Herbert S. Benjamin Associates, Inc., 234 Main Street, Baton Rouge 6, Louisiana very kindly sent us the dope about a most unusual direct mail case.

A man by the name of "Red Bird" Dezauche in Opelousas, Louisiana sells sweet potatoes. He's quite a character . . . known far and wide in the food field. He originated what he calls the "Sweet Sheet" . . . a mimeographed bulletin. Whenever the spirit moves him (which is once or twice a month) he sits down and writes a letter. Sometimes the letters are addressed "Mr. Groceryman" or "Hi, Folks" but more often they are addressed to President Harry Truman, Senator Taft, Governor Dewey, or some other public figure, and the mimeographed copy of the letter goes to his entire list.

Dezauche talks about anything and everything under the sun. It's hard to get "the pitch" without reading



a number of them. (We did . . . a year's output.)

We'll give you a recent one as a sample:

Whew!—what a deal. (Even so, Don't Forget **THE RED CROSS**)

The Chinaman says, "Me, I live like Confucius, he say."

Felix says, "Me, I live like Harry he say, **CONFUSION.**"

We have only one main entrance to the office and we use that now only for inspectors coming in to ask about the business, to check up a little — all of them adding to the confusion of doing business, adding nothing to its welfare—but adding plenty to its undoing.

With all o' that, the U. S. is still the best country in the world — the others, well, they ain't worth a D . . .

Since the last "Sheet", I jumped about a little—took in the Canners and Brokers Convention in Chicago for a couple o' days, and say, you know what I found out — well, all the nice fellows are not in the Produce business. Quite a crowd at that meeting, I assure you.

Also spent several days on "The Hill"—that's a pet name for Washington, D. C., and the seat of all of our Confusion. Heard friend DiSalle say that it was his opinion we could not support TWO Washingtons. Personally, I'm afraid we can't afford ONE—I looked at those milling crowds in the morning and I looked at them in the evening, and I shivered when I realized that all of them are on my payroll. I'm worried.

A taxi driver told me, "If you folks out there in the country ever decide to stop paying taxes, Washington will disappear from the map 'cause here, we all live on the taxpayer"—now ain't that something?

A Congressman told me they were putting on a Thousand new employees a day for the Government—"that's Me and You", and another taxi driver says, "There's two pushers for every pencil." Who? Harry? He's in Key West.

Well, I met some fine folks in Washington and I did enjoy Lowell Thomas, Jr., and his lecture and pictures on Tibet. He is a chip off the old block and that makes him plenty good. How's that, Lowell? See that picture and hear this young man if he comes your way.

Thanks for the nice letter from Governor Warren of California—my friend Stephenson in Cuba—the souvenir Menu from Leo Carillo and Jack Kenney, and the message of regret from friend Mark Sabel in Sioux City, Iowa. Was to visit with Mark, but just another trip postponed.

Looking backward—At the convention in Miami, our Yam Queen and Chaperon took a cab to meet some friends—left her purse with money in the cab—hour and a half later, cab driver appeared at night club with pocket-book. Sorry the girls did not get this boy's name. That's a good story, Miami papers.

DEZAUCHE—himself

Attached to each letter is a mimeographed order form. Subject at top is changed to fit some part of the letter theme. One for letter quoted above reads:

RED BIRD YAMS and CRUSHED PINE-APPLES

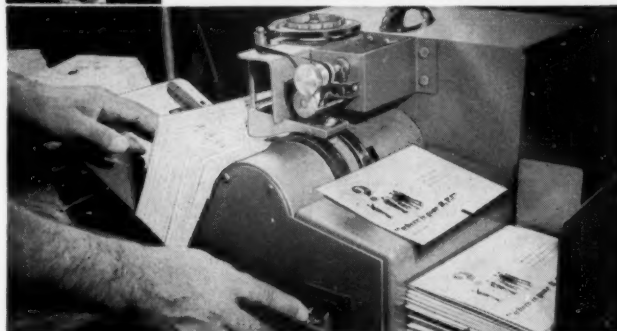
While our Friend Harry is in Key West enjoying himself, tell you what — order a box of these Yams and enjoy yourself at Home.

Folks who have ordered a box are re-ordering and re-enjoying them.

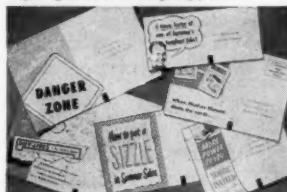


"We seal 7,200 mailing pieces an hour with this one machine"

Says **BILL SAGE**, Gen. Mgr.,
Commercial Bindery, Inc., Detroit, Mich.



HANDLES MOST KINDS of printed matter in sizes (folded) from 3x3" to 6x13" (larger sizes quoted on inquiry).



4,750 ELABORATE MAILING PIECES an hour . . . up to 7,200 an hour on simpler pieces! That's the kind of performance you'll enjoy with this new "**SCOTCH**" Brand Automatic Mailing Piece Sealer. It applies a neat one-inch strip of colored or transparent tape that seals as well as holds reply cards or inserts in place. Each piece is fed in, sealed and counted automatically.

WANT A FREE DEMONSTRATION?

Write today to Dept. A.A.2, Minnesota Mining & Mfg. Co., St. Paul 6, Minn. No obligation, of course.

"SCOTCH" is the registered trademark of M. M. & M. Co.

**For Papers of
Extraordinary
Quality for
Extraordinary
Use**



IT ISN'T SURPRISING—THAT PRINTERS SAY RISING!

For papers of superb color, texture and surface, you can take your printer's word for it—

"Rising" has just the one for whatever the occasion—whatever the price requirement.

Rising

Winsted • Hillsdale
Platinum

Papers are available in a wide range of sizes, weights and finishes, for every engraving and printing process that requires that extra touch in reproduction.

**WHEN YOU WANT TO KNOW
...GO TO AN EXPERT!**

Rising Papers

ASK YOUR PRINTER

...HE KNOWS PAPER

Rising Paper Company, Housatonic, Mass.

A fellow told me the other day he was afraid to go home, so ordered a box and told his wife they were coming in to her - now everything is Happy in that little nest.

Are you having trouble? Fill in below and quit worrying.

DEZAUCHE—himself

DEZAUCHE & SON, INC.
OPELOUSAS, LA.

Attached is \$2.00 for which send a box of your Yams with Pineapple to:

Name _____ City _____
STATE _____ STREET ADDRESS _____
(Four order coupons on the sheet.)

Reports Allan Brent: "Dezauche has read no DM textbooks that I know of, but instinctively he knows that the spirit had better move him at least fifteen or twenty times a year if he wants to sell sweet potatoes. He is at his best with a Congressional Committee, holding a sweet potato in one hand and proclaiming its atomic, sun-ergizing and vitanamous qualities in a firm, clear voice, whether for European relief or for feeding our soldiers, sailors or air men."

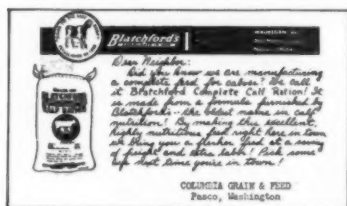
The breezy "Sweet Sheets" are selling sweet potatoes galore.

FLASH CARDS

Here is an interesting report from Miss M. C. Haupt, sales promotion manager of Blatchford Calf Meal Company, Waukegan, Illinois.

I have been wanting to write you for some time now and tell you how much I enjoy reading your publication. Each issue is packed with good articles and many stimulating new ideas on direct mail work.

Thought you might be interested in what our Company is doing in the way of direct mail work. First of all, you should know



that this Sales Promotion Department is going on three years old. Each year it has grown and its responsibilities have increased. For example, during last year we circularized 340 of our dealer's mailing lists with flash cards featuring the products they handle. The total number of flash cards mailed out was 132,823. This is indeed a substantial amount of direct mail work on flash cards alone for a company such as ours. Then we circularized 19 of our distributor's lists with special letters, which represent a mailing of 14,495 special letters.

This year to date (our fiscal year runs from July 1st until June 30th), we have circularized 273 of our dealer's mailing lists with a total of 75,259 flash cards. We have

four of our biggest months left for this type of work.

By flash cards we mean, primarily, government postal cards printed with information on our various products and imprinted with the dealer's name and address.

We offer this service free to our dealers. From all we are able to check on this method of merchandising, it is really doing a very fine job. Naturally, this is just one phase of our direct mail work. There is much more. If you are interested, we would be happy to hear from you.

Reporter's Note: Sure . . . we'd like to hear more of the story. You are doing a good job.

HOW TO ESTIMATE RETURNS

We never did get around to publishing a report of the Hundred Million Club session at last fall's DMAA Convention. But the Association office has published a digest.

One of the questions asked most often by all direct mail people was answered by Leslie Davis, special assistant to publisher, Wall Street Journal, New York, N. Y. We'll reprint it for benefit of REPORTER readers:

Question. After mailing a test, at what point can you estimate the number of returns to come? Where a large mailing takes several days to be mailed, at what point can you estimate returns to come?

Answer. Normally, we begin to get returns from third class mail two or three days after mailing. We always mail on Mondays, but to the far west on Thursdays and Fridays. On the following Monday, seven days after mailing, we ordinarily receive about 30% of our return. By Friday, 11 days after mailing, we have received about 50%. Then Monday, 14 days after mailing, about 65%. Then next Monday, 21 days after mailing, about 80 to 85%. The remaining returns dribble in diminishing quantity over a long period. We close out a given list or test 10 weeks after mailing.

Normally, we can make decision on a third class test three weeks after mailing. In two weeks, if the test is greatly under or over our controls or our expectations.

Since last Labor Day, returns have been late due to slow delivery of third-class mail. The condition was most acute in September. Returns were excellent but were 10 days to two weeks late. Some of our mailings are first class and air mail. Returns from these have not been delayed.

First class mail is usually faster than third class, although at times, speed of

delivery of third class has approximated that of first class. Within a few days after mailing first class, volume of returns is so large as to make first class look better than third. On the other hand, first class mail not only starts pulling faster but also stops pulling faster; the quicker pull can fool you. Our experience is that, in the end, third class will usually show itself as having pulled about as well as first class.

Of course, on national mailings, if the breakdown of mail in relation to geographical distances is exceptional or peculiar, that fact must be taken into account in estimating the influx of returns in elapsed time after mailing date. For example, if about 75% of a third class mailing is from New York to Pacific Coast, returns will be slower coming in than will be the case in another mailing from New York to, say, states east of the Mississippi River. In fact, on an average national mailing third class from New York, a much larger ratio of the total returns received more than three weeks after mailing will be from the far west than the far-western ratio of total returns received in the first three weeks after mailing.

GOOD PROMOTION

It is difficult to get a telephone number which ties in completely with the subscriber's business. But Harvey Cinnamon of Hub Mail Advertising Service, 79 Cambridge Street, Boston, Massachusetts made a perfect score with his new number. He recently mailed a clever card to emphasize the point. A black card measuring 3 3/4 by 9 inches showed a large hand with the thumb die-cut. Slipped under the thumb was held a 4 1/4 by 1 1/4 inch ticket resembling a real theatre ticket for a show presenting "Harvey." The stub of the ticket put over the point that to telephone Harvey you simply dialed the name H-U-B M-A-I-L. Card carried details of the plot and critics' reviews . . . being services offered and satisfaction of customers. Swell idea.

SPEAKING OF ANNUAL REPORTS

The mails seem to be flooded with the 1950 editions of this now important factor in direct mail. Among the current crop . . . these stand out as superior

in typography, graphic art excellence and copy presentation. All in 8½" x 11" format.

Pitney-Bowes, Inc., Stamford, Connecticut. Sharp & Dohme, Inc., 640 North Broad St., Philadelphia 1, Pa. Spiegel, 1061 W. 35th St., Chicago 9, Illinois. Elgin National Watch Company, Elgin, Illinois. Florida Power Corporation, St. Petersburg, Florida.

SQUANDERING DOLLARS

Walter Meinzer of A. Sulka & Company, 661 Fifth Avenue, New York 22, N. Y. hates to see money wasted on direct mail . . . so every once in a while he blows his top at some notorious culprit. Here's a letter he sent recently to a large New York printing concern. It really hits the bell.

Gentlemen:

With reference to the card announcing the appointment of Mr. Raymond A. Premo, the writer cannot help wondering where in the world you obtained whatever mailing list you used.

Your envelope was addressed to us at 512 Fifth Ave.—an address from which we moved in October, 1937,—over thirteen years ago! Obviously your announcement reached us,—but what a bad impression is made right at the start, when one receives an envelope all marked up by the post office, the way your envelope appears herewith. It certainly proclaims lack of care in compiling the list. Of course you'll never know how many announcements will end up in the Dead Letter Office, since you, *printers no less*, have not even bothered to use a printed envelope, with a printed corner card, to let the post office help you correct your mailing list by returning the "undeliverables."

I don't know why I bother even writing to you about this. (Gratis, too!) when I suppose I ought to just chuck your stuff in the waste basket, but once in the while I get hot and bothered when I see how direct mail advertising dollars are squandered,—and I let off steam by calling errors to somebody's attention in the hope it will do some good. In this case, you are the victim receiving the steam!

Cordially yours,
A. Sulka & Company
(signed) Walter E. Meinzer
Sales Promotion Mgr.

CONFUSING PITCH

Here are the opening paragraphs in form letter recently mailed from Washington, D. C. Will tell you later by what organization. Read the paragraphs first.

Dear Friend:

A friend of yours—a man personally and well known to you—has been stricken with a rare and deadly disease. His only chance

Your Customer is your only competitor. He can take his business away from you and give it to someone else . . . yet the *constant advertiser* can take it away from your customer, your competitor, and you

— Paul Dyal

THE HOUSE OF DYAL
Sales Promotion Printing and Advertising
30 Irving Place, New York 3, N. Y.

ORchard 4-0623

25,000th

MOSELY CHECK

PRESENTED TO PLEASED MOSELY LIST OWNER !

Moseley sends the Checks!

NEW YORK CITY, (1951) — The 25,000th MOSELY CHECK issued to a List Owner by MOSELY SELECTIVE LIST SERVICE, Boston, was presented here recently by BARBARA G. CLOUGH, MOSELY Treasurer, to Chester D. Phipps of WISDOM HOUSE, Rockville Centre, N. Y.

Since many MOSELY CHECKS cover one to half a dozen transactions, this means that probably OVER 40,000 TRANSACTIONS with hundreds of List Owners have been serviced carefully, and completely processed for leading Volume Mail Order Direct Mail Sellers by the experienced MOSELY DEPARTMENTALIZED ORGANIZATION!

The WISDOM HOUSE List M-3894 of 18,000 Buyers of a \$15 Self-Advancement Course, and \$2,000 Buyers of \$2 Inspirational bulletins — all highly responsive — is available EXCLUSIVELY through MOSELY. Dept. RE-3.



MOSELY SELECTIVE LIST SERVICE

MAIL ORDER LIST HEADQUARTERS
38 Newbury Street, BOSTON 16, Mass., U.S.A.
COmmonwealth 6-3380

Charter Member, National Council of Mailing List Brokers

NEW MAIL ORDER CUSTOMERS IN VOLUME

of survival rests in the hope of obtaining for him ten grams of *butyllus africanus*, which will cost \$2,000. John B. . . . has worked for world peace all his life, and he has had all he could do to support his wife and three small children, without saving such a sum as this. Will you contribute ten dollars today to help save this man's life?

I almost wish that were the kind of letter I could write you. People respond to that kind of letter. Their hearts are touched by the tragedy that hits an individual and his family, and they respond generously.

But there is no John B. . . . about whom to write today. There is only a world of Johns and their wives and children, and it is harder to write about millions than about one. People get tired of hearing about hydrogen bombs, and cold wars, and they get tired of being asked to give to the support of organizations like ours and their sometimes hopeless-seeming efforts to persuade a people to end its arms race and rely instead on political, economic and spiritual measures for resolving conflict.

From there on the Executive Director of the National Council Against Conscription (1013 Eighteenth Street, N. W., Washington 6, D. C.) drives hard for donations to fight against Universal Military Training and to promote a program of disarmament. It may be a utopian dream . . . but it is certainly a confusing pitch in these days when need for action is great.

There is an imposing list of members of the executive group printed on the letterhead. The Honorary Presidents are Dennis Cardinal Dougherty and Harry Emerson Fosdick.

FOR THE RECORDS

(How many people read direct mail?)

Dear Mr. Hoke:

You will be interested in an experience we recently had. We sent a copy of the

enclosed letter to 648 trade customers on Thursday. The following Monday we received 205 replies. Within the next ten days we had received 200 more and they are still coming in. In our opinion this is quite a return. Also enclosed is a copy of the circular mentioned in our form letter.

Donald W. Atcheson
Everson-Ross Co., Inc.
88 Chambers Street
New York 7, N.Y.

And here is the letter, with which a circular was enclosed:

Dear Customer:

To assist you in selling our new Deluxe badges we have prepared a limited number of circulars without price and with space for you to imprint your own name.

It was not possible to run these in the quantities desired, but we will be glad to send you half a dozen if they will be helpful.

We have reserved yours for you, just drop us a line and we will send them right out.

Very truly yours,
EVERSON-ROSS CO., INC.
(signed)
WM. T. RICHERT

Probably wound up with 70 to 75%. So direct mail, when it's timely and interesting, is read by a big majority of any list.

REPORT ON A GOOD WILL LETTER

The following from Bill Davies, sales manager of Michigan Seating Company, 1318 Wildwood Ave., Jackson, Michigan, tells all about it:

It seems you can always sell merchandise Henry, when the price is right . . . and if it is FREE, the price has to be right. The attached letter was mailed less than a week ago.

The response has simply floored us. 17%

returns in the first six days . . . and we knew ahead of time that over 20% of the list would never respond because of the size of the stores. The bigger fellows always take care of such things themselves.

There have been 109 requests through today. These call for more than 24,000 of the OPS forms and almost 1000 of the signs. In addition, requests for mats, the retail price list and the catalogue have jumped amazingly.

In the beginning I thought we might get a few requests from the smaller stores . . . those less able to take care of form printing themselves. So we planned to print the forms on our own Multilith. But we just couldn't keep up. Had to order 10,000 printed outside. Fortunately an excellent source is available.

We all think here, Henry, that this may be the best piece of good will we have ever mailed. And you probably realize that it is dealer good will we make the biggest play for, in our small direct mail efforts.

Something I don't think we have ever told you, Henry, is that we are strictly amateurs in this direct mail thing. Our agency, the Jaqua Company, doesn't get into this portion of our small advertising program.

Being amateurs, we took help wherever we could find it . . . and throughout, your REPORTER has been our chief guide and inspiration, as well as our only textbook. So you know I mean it when I say, "Thanks for everything."

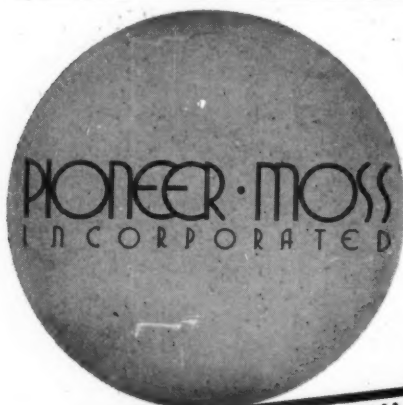
To make the story complete, we'll give you the copy of form letter mailed to stores. Who says store owners do not read direct mail?

March 9, 1951

WRITE FOR FREE OPS PRICING CHART FORMS

You undoubtedly know that OPS is not going to furnish the forms for pricing charts that must be filed by March 29. As accommodation to regular customers, Michigan Seating Company will furnish printed forms free upon request. Just write or wire your requirements and the forms will be sent by return mail. To estimate your needs, figure about nineteen lines of double-spaced typewriting per page—and don't forget you need one copy for OPS and one for yourself.

For extra copies of Ceiling Price Regulation



PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

No. 7, write the Circulation Department, Fairchild Publications, 7 East 12th Street, New York 3. Send 50¢ per copy.

OPS SIGNS ALSO FURNISHED

Signs reading 'Notice . . . The Prices of Merchandise in This Store Are No Higher Than The OPS Ceiling Prices of The Articles,' as required by law, will also be furnished free. These signs must be posted in your store by July 1. Include your request for signs in your order for pricing chart forms.

Other free services that Michigan Seating Company offers to regular customers include a complete newspaper mat service, printed retail price list exactly duplicating the regular net price list except marked-up 100%, a beautiful sales catalogue.

Your copy of the latest catalogue should reach you within a day or two. Examine it carefully. Shown are all of the models now available. Some are shown twice—in different fabrics to give your people ideas. Extra copies are available.

We hope nothing has been overlooked that will make this catalogue a real selling tool for you. If you have any suggestions to improve future issues, drop us a note. After all, it is more your catalogue than it is ours.

Cordially yours,
(machine signed)
Bill Davies
Sales Manager

HARRY FOUND OUT THE HARD WAY

Margaret's dad found out what we've known for a long time (and probably you've known, too)—a letter isn't something to be DASHED OFF.

Of course, Harry's like a lot of us fathers. We're mighty proud of our daughters and are likely to get our dander up when we hear them criticized. But that frame of mind is fatal for letter writing.

If what the music critic had to say about Margaret's singing burned him up, he could have gotten much further had he written a thoughtful, logical, down-to-earth letter telling the critic that even if Margaret's voice isn't any great shakes, he should understand what difficulty she has to surmount, being the president's daughter.

If he had done this, perhaps the critic would have felt more sympathetic and would have given Margaret a run for her career.

No, Harry shouldn't dash off letters. Because every letter should be a SALES letter. And writing sales letters takes some doing.

REPORTER'S NOTE: We found the short essay printed above in the always-interesting Bulletin of the American Business Writing Association. Editor Clyde Anderson lifted it from Orville Reed's "IMP" (world's smallest house magazine, published at Howell, Michigan). Makes good sense.

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines.

ADDRESSING

ADDRESSING \$5.50 THOUSAND. "New list 25,000 largest major industrial manufacturers." No charge for our lists.
SPEED-ADDRESS KRAUS COMPANY
48-01 42nd St., Stillwell 4-5922
Long Island City 4, N. Y.

ADDRESSING . . . TRADE

M. Victor—Addressing for the Trade
Rapid Service Unlimited Quantity
Large Staff of Expert Typists
3902—9th Ave. Brooklyn 32
UL 3-3800

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling mail order, agent ads.
We show you how.
Martin Advertising Agency
15P East 40th Street, New York 16, N. Y.

BUSINESS OPPORTUNITY

Here's an opportunity to supplement your personal income by taking on an inexpensive mail order line "after hours". Variety of graphic arts cutting tools with unusual potential. Write Mark Specialty Co., 183 St. Paul St., Rochester 4, N. Y. for details.

FOR SALE

AUTO-TYPIST, Push Button Dual Model in excellent condition. A. B. Murray Co., Inc., P. O. Box 476, Elizabeth, N. J. El. 2-8182.

FULL COLOR PRINTS

8½ x 11 only 6¼¢ ea. in 10M. lots. Lowest prices in the USA. Free samples. Marvic, 46-07 — 48th Ave., Woodside, N. Y.

HOUSE ORGANS

1000 Two-Color House Organs Only \$40! Your ad front cover. (Free copy service.) Self mailer. Features Dale Carnegie, prominent cartoonists, "cheese cake", sports. Powerful good will builder. Holds customers. Brings new business. Send for sample and details.
THE CRIER ADVERTISING SERVICE
1836 Euclid Ave. Cleveland 15, Ohio



ART WORK BY MAIL

SKETCHES, DUMMIES, DRAWINGS

Direct to your desk by mail from my home.

RAYMOND LUFKIN 118 WEST CLINTON AVE.
TENAFLY, NEW JERSEY

Write for Booklet



The Young Married Group . . .

Increasing awareness of this great market is indicated by mailers, advertising and sales managers. Our List 22 is such a list of alert, forward-looking young American womanhood, with incomes topping the national average by about 40%, and most of their buying still ahead of them.
List 22 is only one of our 41 lists of men, women and juvenile cash mail order buyers exclusively. Ask for Catalog.

BOOKBUYERS LISTS, INC., 363 BROADWAY, NEW YORK 13, N.Y. - WORTH 4-5871

1¢ BARGAIN MAILERS

Get more orders, low cost illustrated colored stock postcards. Samples. Marvic, 46-07 48th Ave., Woodside, N.Y.

MAILING LISTS

FINE CANADIAN MAILING LIST
175,000 Mail Buyers on Elliott Stencils. Will rent to reliable house. Can mail. Write
TOBE'S, Niagara-on-the-Lake, Ont.

WANTED—Mailing Lists of Firms or Individuals who have bought Industrial or Shop Tools by Mail. E. C. Gomes, 714 Trinity, University City 5, Missouri.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

OFFSET CUTOUTS

MOST COMPLETE service in U. S. Just published—OFFSET SCRAPBOOK #7. 950 reproduction proofs of promotional headings, catch words and art panels, only \$3.00 postpaid. Literature free. A. A. ARCHBOLD, PUBLISHER, 1209-K S. Lake St., Los Angeles 6, Calif.

RESEARCH

Information Clearing House. Encyclopoedic memory. What would you ascertain? Let me handle your research. \$2.00 per inquiry. Phillip G. Miller, 2716 Van Buren St., Wilmington, Del.

SPECIAL

LOOKING FOR A JOB? For a direct mail man to write copy? Do you have some equipment you want to sell? The Reporter can find jobs, get employees, sell machinery. Every reader of The Reporter is a potential buyer for such services or offers. Situation or Help Wanted ads only 50¢ a line. Other classified ads \$1.00 per line.

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING ONE MAN'S OPINION

I have just finished reading a book, Henry, that has left a taste in my mouth that makes me unhappy with any cigarette. The title of the book is the "Build-Up Boys," and it is fashioned after the gutter thinking that gave birth to "The Hucksters." Its author hides behind the pen name of "Jeremy Kirk," which prompts the thought that he may have a spark of decency that he wishes to protect—and that is more than I could say for the publisher.

The book has to do with the rackets that are used in public relations—rackets that should be exposed—but the view "Jeremy Kirk" gives is fogged by the slime that runs in the gutter of his thinking.

In his "foreword" on the back of the book's jacket, he says that he is using a pen name because "I don't want myself tagged as Clint Lorimer"—the lead character of his story, into whose mouth he puts wisecracks and filth which is more nauseating in print than in spoken words.

It isn't necessary to tag him. He tags himself as belonging in that group of advertising people that is causing more and more disfavor of all advertising—advertising people who are not smart enough to get across a selling message to a low level of intelligence without insulting intelligence in the higher brackets.

To acquaint the public concerning the rackets in public relations he had a bill of goods to sell, but in my opinion he muffed the sale by trying too hard to entertain that part of the public in the lowest level of thinking, and from which advertising and public relations are drawing more and more of the "brains." In fact, he paints a picture into which many budding advertising boys and girls would like to step—a "profession" requiring only cleverness, and a vocabulary of foul words, and in which the male and female practitioners sleep together.

In this man's opinion, "Jeremy Kirk" has done a book that will do a better job of lowering public opinion of all advertising—and its creators—than did "The Hucksters"—dependent, of course, on the selling job of its publisher.

It is reported that the defenders of "captive audiences"—transit riders forced to listen to radio—presented their arguments in the United States Court of appeals after a dismissal in the District Court.

The reporter of this news item thinks that "Transit Radio, Inc. and station WWDC-FM would feel fairly confident of the outcome if it weren't that the three-judge panel picked to hear the case happens to include men known for their anti-business leanings."

Frankly, I don't know who was picked for the panel but I feel pretty sure that if the men are really anti-business, Transit Radio will win out, for, as I see it, compelling people to listen to radio commercials is certainly anti-good-business. It is a long step toward dictatorship.

The reporter of the news item points out that surveys show that only 3% of public transportation riders object to the broadcasts and that safety actually seemed to be improved on busses equipped with radio. Anything can be proved by surveys—if the right samples are selected.

However, if even only three out of a hundred object to being annoyed by singing and other asinine commercials being dinned into their ears while being transported at their own expense by a system in business for that purpose and that purpose only—it is certainly anti-good-business to force annoyance on them. So, if the men on the panel have anti-business leanings they will lean far to the left in giving Transit Radio the go-ahead.

FILLER

Joe sat beside his dying partner, keeping the deathbed watch. Suddenly the dying man began to speak. "Joe," he wheezed, "I have a confession to make to you. I robbed the firm of \$10,000. And that's not all, Joe. I sold a secret formula to the competitors, and I stole the letter from your desk that got your wife her divorce, and Joe . . ."

"That's okay, old man," Joe murmured. "I'm the one who poisoned you . . ."

—from Willard Salesmaker, h.m. of Willard Storage Battery Co., Cleveland 1, Ohio

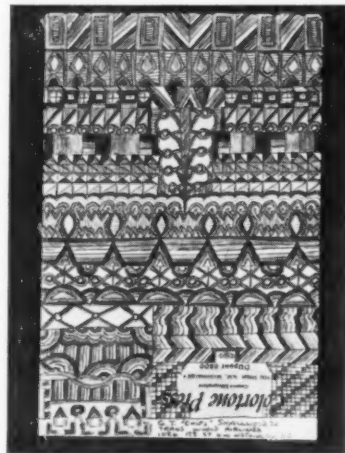
DOODLING

Hank Helm of Fuller & Smith & Ross, New York City, is quite a doodler. At a recent meeting of Larry Chait's DMAA Speaker's Committee we watched Hank laboring diligently over his memo pad. Here's what we picked up after the session was over. Hank must have been worrying about the effects of the railway strike on the advertising business.



Incidentally, the DMAA Speaker's Committee is making progress. Lining up talent around the country. Filling speaking spots at all sorts of clubs. Write to Frank Frazier at DMAA headquarters (17 East 42 Street, New York 17, N. Y.) if you ever want help.

We spotted another doodler of note at the Washington, D. C. Direct Mail Clinic (see page 5). He started working on a scratch pad with one of those four-color pens when this reporter began speaking at one-thirty P.M. The sheet of intricate designs was completed about eleven P.M. So the doodles reproduced here represent about nine and a half hours of labor by "Chips" Smallwood of Trans World Airlines.



DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING

Creative Mailing Service, Inc., 24 South Grove St., Freeport, N. Y.

ADDRESSING — TRADE

Shapins Typing Service, 68-12 Roosevelt Ave., Woodside, N. Y.
M. Victor, 3902—9th Street, Brooklyn 22, N. Y.

ADVERTISING AGENCY

Martin Advertising Agency, 15PA East 40th St., New York 16, N. Y.

ADVERTISING ART

John Guthrie, 1345 Green Court, NW, Washington 5, D. C.
Raymond Luffkin, 116 West Clinton Ave., Tenafly, N. J.
Multi-Ad Services, Inc., 100 Walnut St., Peoria, Illinois

AUTOMATIC INSERTING

Raymond Service, Inc., 160 Fifth Ave., New York 10, N. Y.
True, Sullivan, Neibart Assoc., 47-30 33rd St., Long Island City 1, N. Y.

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.
Robotyper Corporation, 18050 Ryan Road, Detroit 34, Michigan

AUTOMATIC TYPEWRITING

Ambassador Letter Service Co., 11 Stone St., New York 4, N. Y.
Arrow Letters Corp., 207 West 38th St., New York 18, N. Y.
Dorothy R. Pollard, 417½ E. Capitol St., Jackson, Miss.

BRITISH & EUROPEAN LISTS & CAMPAIGNS

R. Aynsley-Cooper, Villa Rd., P. O. Box 136, London, S.W. 9, England

COLLATING MACHINE

Thomas Mechanical Collator, 30 Church Street, New York, N. Y.

COPY COUNTER

Adverco, 16558 Mansfield, Detroit 35, Mich.

COPYWRITER (Free Lance)

Hal G. Vermes, 15 Washington Place, New York 3, N. Y.

DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc., 325 East 44th St., New York 17, N. Y.
Circulation Associates, 1745 Broadway, New York 19, N. Y.
Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Mass.
Duffy & Fabry, Inc., 633 N. Water St., Milwaukee 2, Wis.
Mallograph Co., Inc., 39 Water Street, New York 4, N. Y.
Reply-O Products Company, 160 West 22nd St., New York 11, N. Y.
Robinson & Buckley, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.
Philip J. Wallach Company, 220 Fifth Ave., New York 1, N. Y.

ENVELOPES

American Envelope Mfg. Corp., 26 Howard St., New York 13, N. Y.
The American Paper Products Co., East Liverpool, Ohio
Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.
Cupples-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.
Samuels Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
Gray Envelope Co., 55—32nd St., Brooklyn 32, N. Y.
Hi-Speed Envelope Co., 160 West 22nd St., New York, N. Y.
M. & G. Envelope Company, 20 West 22nd St., New York, N. Y.
McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.
Massachusetts Envelope Co., 641-643 Atlantic Ave., Boston 10, Mass.
The Standard Envelope Mfg. Co., 1600 East 30th St., Cleveland 14, Ohio
Tension Envelope Corporation, 522 Fifth Avenue, New York 18, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Tension Envelope Corporation, 5001 Southwest Ave., St. Louis 10, Mo.
Tension Envelope Corporation, 123-129 N. Second, Minneapolis 1, Minn.
Tension Envelope Corporation, 1912 Grand Ave., Des Moines 14, Iowa
United States Envelope Company, Springfield 2, Mass.
The Wolf Envelope Company, 179-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

Curtis 1000, Inc., 380 Capitol Ave., Hartford 6, Conn.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N. Y.
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

HOUSE ORGANS

The William Feather Co., 812 Huron Road, Cleveland 15, Ohio

LABELS

Fenton Label Company, 506 Race St., Philadelphia 6, Pa.

LABEL PASTERS

Potdevin Machine Company, 1281-28th St., Brooklyn 18, N. Y.

LETTER GADGETS

Hewig Company, 45 West 45th St., New York 19, N. Y.
A. Mitchell, 111 West Jackson Blvd., Chicago 4, Ill.
August Tiger, 545 Fifth Ave., New York 17, N. Y.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co., Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Mailing Service, Inc., 915 Broadway, New York, 10, N. Y.
Ambassador Letter Service Company, 11 Stone St., New York 4, N. Y.
Arden Service, Inc., 28 West 23rd St., New York 10, N. Y.
Benart Mail Sales Service, Inc., 223 East 45th St., New York 17, N. Y.
Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.
Mary Ellen Clancy Company, 250 Park Avenue, New York 17, N. Y.
A. W. Dicks & Co., 386 Victoria St., Toronto 2, Canada
Lee Letter Service, 19 West 44th St., New York 18, N. Y.
The Letter Shop, 214 Mission St., San Francisco 5, Calif.
Mallograph Co., Inc., 39 Water St., New York 4, N. Y.
Mailways, Inc., 200 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company, 19 S. Wells St., Chicago 6, Ill.
The St. John Associates, Inc., 75 West 45th St., New York 19, N. Y.
M. Victor, 3902—9th Ave., Brooklyn 32, N. Y.
Woodington Mail Adv. Service, 1316 Arch St., Philadelphia 7, Pa.

MAILING LISTS—Brokers

George R. Bryant Co., Inc., 595 Madison Ave., New York 22, N. Y.
D-R Special List Bureau, 50 Broad St., Boston 10, Mass.
Walter Drey, Inc., 257 Fourth Ave., New York 10, N. Y.
Gullid Company, 76 Ninth Ave., New York 11, N. Y.
Willis Maddern, Inc., 215 Fourth Ave., New York 3, N. Y.
Mailings Incorporated, 25 West 45th St., New York 19, N. Y.
Mosely Selective List Service, 33 Newbury St., Boston 16, Mass.
Names Unlimited, Inc., 352 Fourth Ave., New York 10, N. Y.
D. L. Natwick, 532 Broadway, New York 10, N. Y.
James E. True Associates, 47-30 33rd St., Long Island City 1, N. Y.

MAILING LISTS—Compilers & Owners

Advertising Letter Service, 2930 East Jefferson Ave., Detroit 7, Mich.
Associated Publicity Service, 1913½ Sixteenth St., Port Huron, Mich.
Bookbuyers Lists, Inc., 63 Broadway, New York 13, N. Y.
Boyd's City Dispatch, Inc., 114-120 East 23rd St., New York 10, N. Y.
Creative Mailing Service, Inc., 24 South Grove St., Freeport, L. I., N. Y.
Dunhill List Company, 565 Fifth Ave., New York 17, N. Y.
Fisher-Stevens Service, Inc., 345 Hudson St., New York 14, N. Y.
Industrial List Bureau, 45 Astor Place, New York 3, N. Y.
J. R. Monty's Turf Fan Lists, 201 East 46th St., New York 17, N. Y.
Official Catholic Directory Lists, 12 Barclay St., New York 6, N. Y.
W. S. Ponton, Inc., 635 Avenue of the Americas, New York 11, N. Y.
Pron o Addressing & Mailing Service, 15 Lighthouse St., New York 13, N. Y.
R. L. Rashmir, 1400 Elizabeth St., Redlands, Calif.
Wm. F. Rupert, 90 Fifth Ave., New York 11, N. Y.

MATCHED STATIONERY

Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

MESSANGER SERVICE

Airline Delivery Service, 60 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Conn.

MIMEOGRAPHING

Northern Copywriter Service, 212 High St., Ishpeming, Michigan

MIMEOGRAPH MACHINES

A. B. Dick Company, 5700 West Touhy Ave., Chicago 31, Ill.

OFFSET PRINTING

Buchman Reproduction Service, 250 E. 43rd, New York 17, N. Y.
The L'tho Studio, Inc., 49 East 1st Street, New York 3, N. Y.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.

PAPER MANUFACTURERS

Fox River Corporation, Appleton, Wisconsin
W. C. Hamilton & Sons, Milquon, Penna.
Hammermill Paper Company, Erie, Pennsylvania
International Paper Company, 220 East 42nd St., New York 17, N. Y.
Mead Sales Company, 819 Public Ledger Bldg., Philadelphia 6, Pa.
Neenah Paper Company, Neenah, Wisconsin
Klasing Paper Company, Housatonic, Massachusetts

PHOTO ENGRAVERS

Pioneer-Moss, Inc., 460 West 34th St., New York 1, N. Y.

PHOTOGRAPHS

Eye Catchers, 10 East 38th St., New York 16, N. Y.
Washington Commercial Co. 1200—15th St., N. W., Washington 5, D. C.

PLATES & STENCILS

Columbia Ribbon & Carb. Mfg. Co., Inc., Herb Hill Road, Glen Cove, N. Y.
Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

POSTCARDS

Moss Photo Service, Inc., 155 West 46th St., New York 19, N. Y.

PRINTERS & LITHOGRAPHERS

Brooklyn Press, 335 Adams St., Brooklyn 1, New York
College Press, South Lancaster, Mass.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.
The House of Dial, 30 Irving Place, New York 3, N. Y.
Paradise Printers and Publishers, Paradise, Pa.
Peenah Lithographing Co., 4505 Diversey Ave., Chicago 39, Ill.
Stecher-Traunk Litho. Corp., 274 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Davidson Corp., 1048 West Adams St., Chicago 7, Illinois
Harris Seybold Company, 4510 East 71st St., Cleveland 8, Ohio

QUANTITY PHOTOGRAPHS

Moss Photo Service, Inc., 155 West 46th St., New York 19, N. Y.

REBUILT MAIL ROOM MACHINES

The Adamm Company, 750 Third Avenue, New York 10, N. Y.

SEALING MACHINES

Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.

STAPLING MACHINE

Staplex Company, 68-72 Jay St., Brooklyn, N. Y.

STENCIL CUTTING & ADDRESSING

Creative Mailing Service, Inc., 24 So. Grove St., Freeport, N. Y.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn., 17 East 42nd St., New York 17, N. Y.
Mail Advertising Service Assn., 18653 Fairfield Ave., Detroit 21, Mich.

TYERS

National Bundle Tyer Company, Blissfield, Michigan

TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey
Phototype, Inc., 1423 Roscoe St., Chicago 13, Ill.

TYPEWRITERS

International Bus. Machines Corp., 590 Madison Ave., N. Y. 22, N. Y.
Remington Rand, Inc., 315 Fourth Avenue, New York 10, N. Y.

SHORT NOTES DEPARTMENT

(Continued from page 9)

tion from this clipping. I will appreciate your regular space rates; if you can't use it, thank you for looking at it anyway. This clipping is from the (date filled in) issue of the (paper name filled in)." Individual's name and address given. From the identical wordage and because one came from New York and the other from Texas it would appear that someone is selling the idea of making such news gathering a racket. George Kinter tells us he has received four or five similar sheets from other locations. We will try to find out who is promoting the racket. How could anyone be dumb enough to believe that editors would fall for such stuff?



◆ **HOW TO LIVE SHORTER:** "Become an advertising executive." Advertising Age says. The trade journal reports that its 1950 obituary columns show the average age at death of admen was 57½ years—10 years short of the average span figured by Federal Security Administration.



◆ **CREDIT FOR MAKING** the very first 1951 mailing of a vacation schedule should go to Dick Smith of The Letter Shop, 214 Mission Street, San Francisco 5, California. He sent his forms to customers early in February... making it easy to list the vacation periods of all employees on one simple chart.



◆ **THOSE THREE FELLOWS** over in Reading, Pennsylvania recently celebrated a 22nd Anniversary. Enjoyed seeing Don Beaumont, Bob Heller and Louis Sperling cutting the cake for the party. Started as a small lettershop and struggled up through the years to a top-ranking and result-getting advertising agency. Of course... still specializing in direct mail.



◆ **RATION STAMPS** were used by U. S. News & World Report to get attention for a recent subscription appeal. A dummy strip containing stamps for gasoline, meat, sugar, coffee and shoes were tipped at an appropriate place in the copy to emphasize the importance of keeping in touch with rapidly-changing developments.



◆ **CLEVER STUNT** was used by the Carpenter Paper Company of Grand Rapids, Michigan. Enclosed with the

latest issue of "Carpaco Bugle" (Vol. 18, No. 1) was a lithographed reproduction of an ancient invoice from The National Paper and Supply Company of Elkhart, Indiana. The invoice was dated April 20, 1896. It was supplied to printers by Carpenter as a gag... for use the next time a customer complains about printing costs. The ancient invoice showed 5000 envelopes at 70¢ M. or \$3.50 and 2000 complete letterheads at \$2.88. Other items were equally low priced. Those days will never come again.



◆ **GOOD PICKING!** This reporter attended the exhibit conducted by the Lithographers National Association at the Architectural League Galleries in New York... to examine the awards in the first annual lithographic competition. The top gold award went to Simon & Schuster's "Fireside Cook Book" (lithographed by the Western Printing & Lithographing Company at its Poughkeepsie, New York plant). We heartily agree with the first prize award... for nearly a year ago this reporter wrote an item about the Fireside Cook Book (even though it had nothing to do with direct mail). We claimed it was one of the finest jobs ever produced on an offset press, or any other kind of a press for that matter. Glad to see our opinion confirmed.



◆ **IT HAS BEEN A LONG TIME** since we have seen an elaborate die-cut technique used to demonstrate the working parts of a machine. Such pieces were very popular before World War II. Bill Towne (Towne Advertising, 10 E. 40th Street, N.Y.C. 16) sent us a unique sealed folder measuring 4½ by 8¼ inches. Designed for the Paul Valve Corporation, 683 Third Avenue, New York 17, N. Y. A sliding panel behind the die-cutted illustration of a cross-section of a valve, shows the exact movements of the ball moving into the valve seat (and vice versa). Hard to explain but very effective. Back of folder gives detailed information. A good demonstration of the nearly unlimited possibilities in direct mail formats.



◆ **FRANK EGNER**, dean of mail order experts, recently resigned as president of Funk & Wagnalls to become vice president of Nelson Doubleday Company. All of his friends wish him luck.



◆ **THE BOARD OF DIRECTORS** of the Direct Mail Advertising Association met in Milwaukee on March 15 to make on-the-spot preliminary arrangements for the 34th Annual Convention scheduled for the Schroeder Hotel October

17, 18 and 19. Charles Downs, advertising manager for Abbott Laboratories, North Chicago, Illinois (top award winner last year), was selected as convention general chairman. From now on, all the various committees necessary for the staging of a successful convention will get into high gear. More details later.



◆ **BEAUTIFUL CATALOG** just released by the Foxboro Company, Foxboro, Massachusetts. To tell the truth... it is one of the finest jobs of catalog printing we have ever seen. Produced by Commonwealth Press, 44 Portland Street, Worcester 8, Massachusetts. 8½ by 11 size, 104 pages, plastic loose-leaf binding. A unique indexing job. Each page carries a strip on right-hand side containing 19 separate blocks labeled with products or subjects covered in the catalog. A red tint block shows under one of the blocks on each page... and they gradually move in page position from top to bottom. If you want to find "control valves," for example, you place your thumb opposite the block so indicated. Flip rapidly through the pages of the book until a red block appears opposite the thumb... and you will find the control valve section starting on page 75. Such indexing requires no die-cuts.



◆ **SOME MAIL ORDER SCHEMES** are bewildering! There is a fellow over in Easton, Pennsylvania who has started a Money-Making Ideas Club. The club guarantees to give its subscribers three sure-fire mail order propositions a year. A recent 5-page, high-pressure bulletin glorified the possibility of selling a \$19.50 electric razor for only \$5 (by mail). Those who purchased the razors from the Ideas Club were offered a syndicated, imprinted post card which would, if used, bring in the orders in an amazing way. The joker in all these cases is: If the proposition is so sure-fire... if the money-making possibilities are so great... why isn't the manufacturer of these razors, or why isn't the promoter of the Ideas Club selling them by mail? Why send out high-pressure bulletins to get unknown operators to buy the razors and stand the expense of the mailing operations?



◆ **ARE YOU SURE** The Reporter is on your list (or lists) to get samples of all your promotional mailings... including letters, post cards, booklets, reports, press releases, house magazines or what have you? Your work may be deserving of praise... or even a little criticism. The Reporter nearly writes itself from the letters and materials received from readers. Don't be modest. Write whenever you have something of interest.

**"What! You've finished those
3000 bulletins already?"**



**YES, MR. BARR.
I ONLY NEED TO
CUT ONE STENCIL
FOR AS MANY AS
5000 COPIES ON
HAMMERMILL
MIMEO-BOND**



That's right! On Hammermill Mimeo-Bond you get as many as 5000 copies from a single stencil—and every one of them clear, clean, sharp, easy to read. On this specially processed mimeo paper you turn out bulletins, reports, price lists—any kind of mimeographed mailings—that invite reading and create sales.

And Hammermill Mimeo-Bond comes in white and seven distinctive colors, enabling you to put your message on a "signal system" color readily identified as your own.

Test Hammermill Mimeo-Bond. Send the coupon for 100-sheet test packet. With it we'll include the Hammermill idea-book, "Better Stencil Copies."



You can obtain business printing on Hammermill papers wherever you see this shield on a print-shop window. Let it be your assurance of quality printing.

FREE!

**100-SHEET TRIAL
PACKET OF HAMMERMILL
MIMEO-BOND.**



**HAMMERMILL
MIMEO-BOND**

HAMMERMILL MIMEOGRAPH PAPER

LOOK FOR THE WATERMARK... IT IS
HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

Hammermill Paper Company
1621 East Lake Road, Erie, Pennsylvania

Please send me—FREE—the 100-sheet packet of Hammermill Mimeo-Bond and a copy of "Better Stencil Copies."

Name

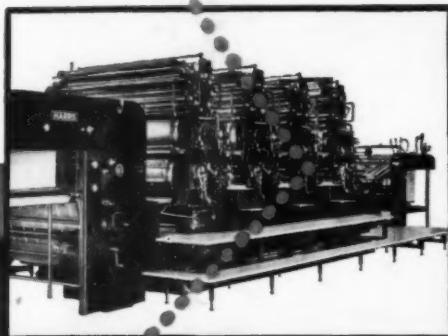
Position

(Please attach to, or write on, your business letterhead)

TR-APR

EASY ON THE PRESS...
EASY ON THE EYES...

INTERNATIONAL TICONDEROGA TEXT



Easier on the budget, too! When you choose from **Ticonderoga Text's** seven

watermarked colors plus Cream and Brite White, production costs go down.

Available with laid or wove surface, deckle or plain edge, with envelopes to match. For your next letterpress or offset or gravure book jacket, program, menu, announcement or brochure, specify

Ticonderoga Text or Ticonderoga Text, Coverweight.



INTERNATIONAL PAPERS

for printing and converting

